

BESPOKE SURVEYS

CPGs and Alcohol, Vol 30

1,250+ Respondents Per Quarter

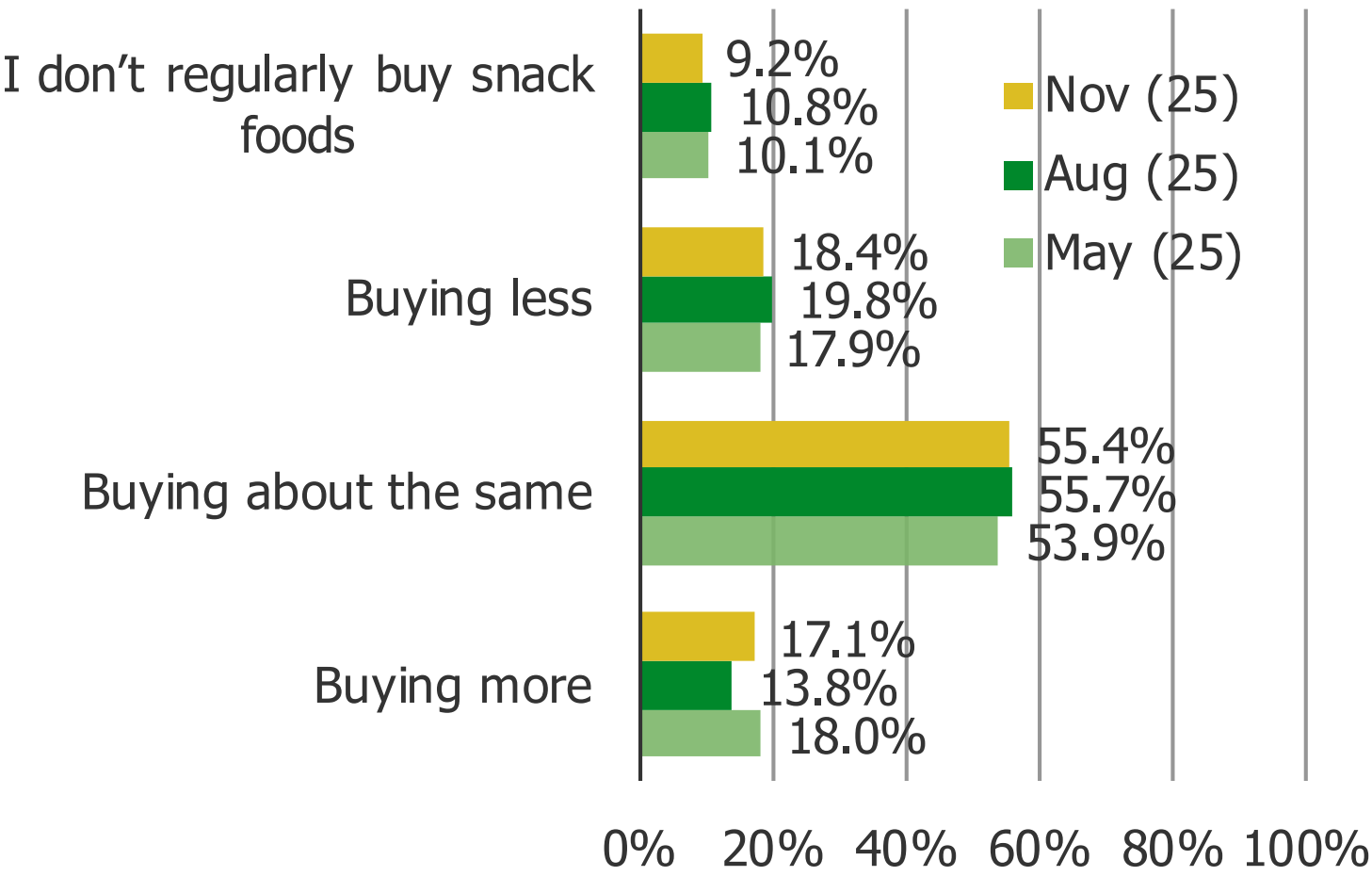
November 2025

Davids vs. Goliaths

NEW QUESTIONS

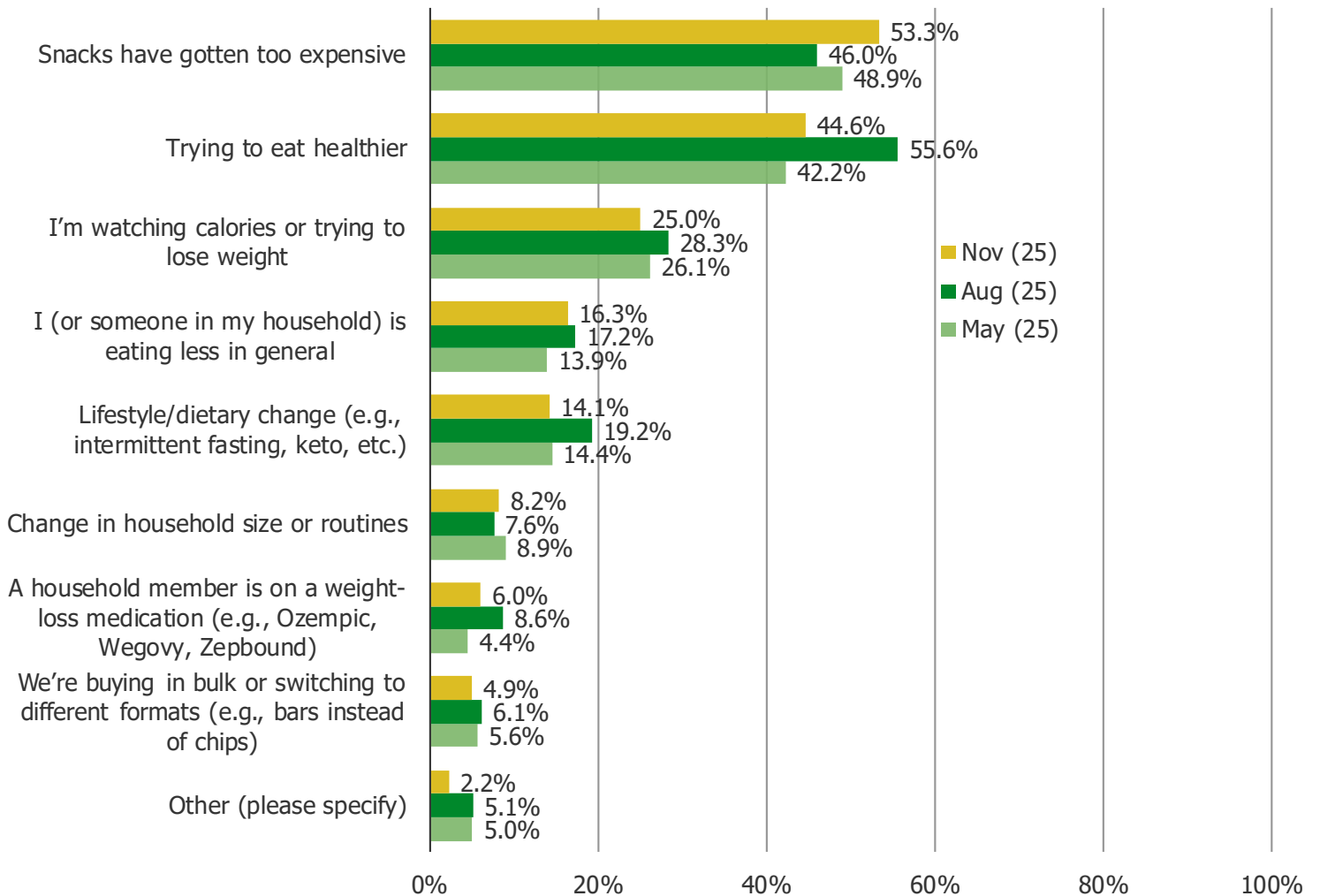
COMPARED TO THIS TIME LAST YEAR, ARE YOU BUYING MORE, LESS, OR THE SAME AMOUNT OF SNACK FOODS (E.G., CHIPS, CRACKERS, COOKIES, SNACK BARS, ETC.)?WE ARE REFERRING TO THE NUMBER OF UNITS YOU BUY, NOT HOW MUCH MONEY YOU SPEND.

Posed to all respondents



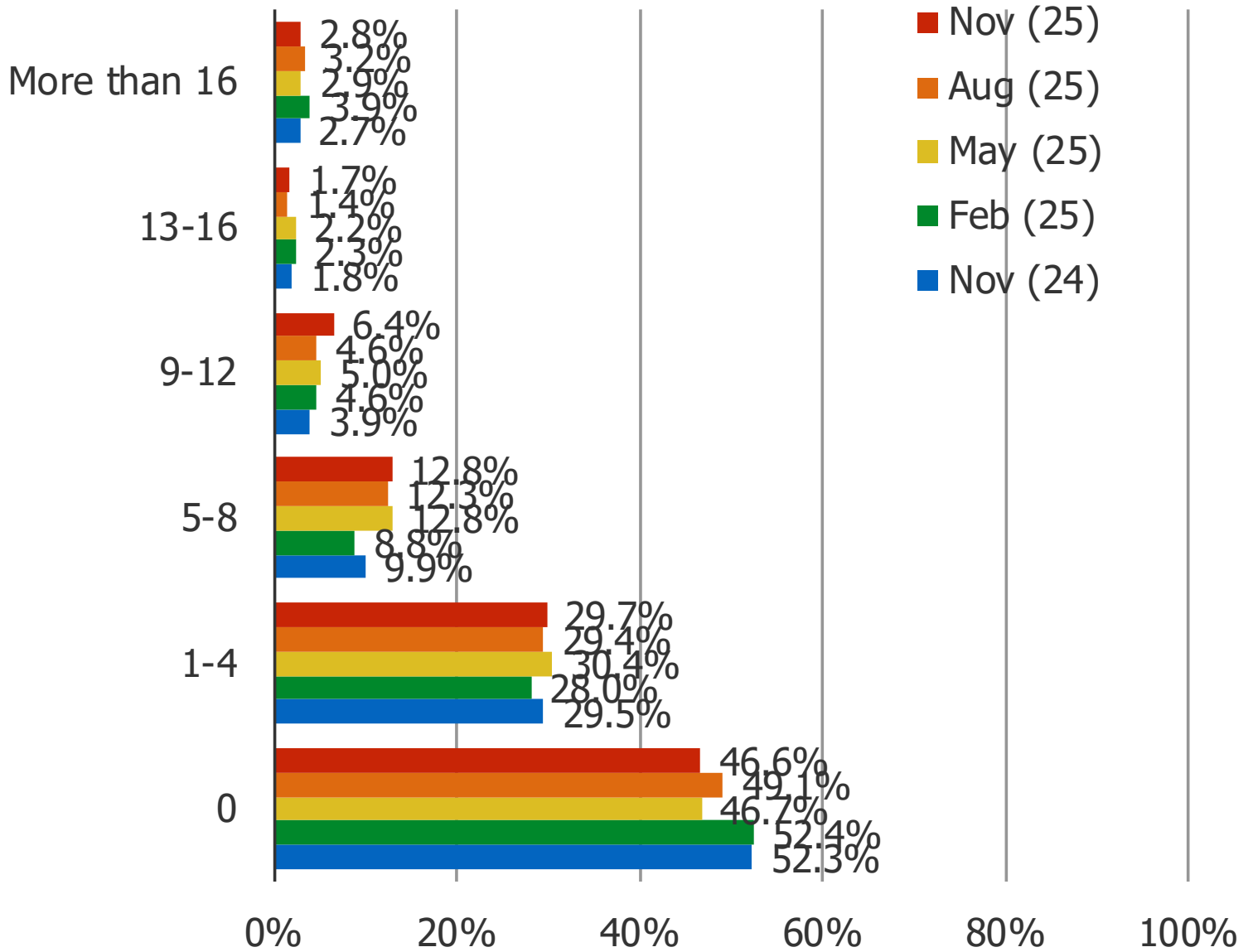
WHY ARE YOU BUYING LESS SNACK FOODS? SELECT ALL THAT APPLY

Posed to all respondents who note that they are buying less snack foods. (N=198)



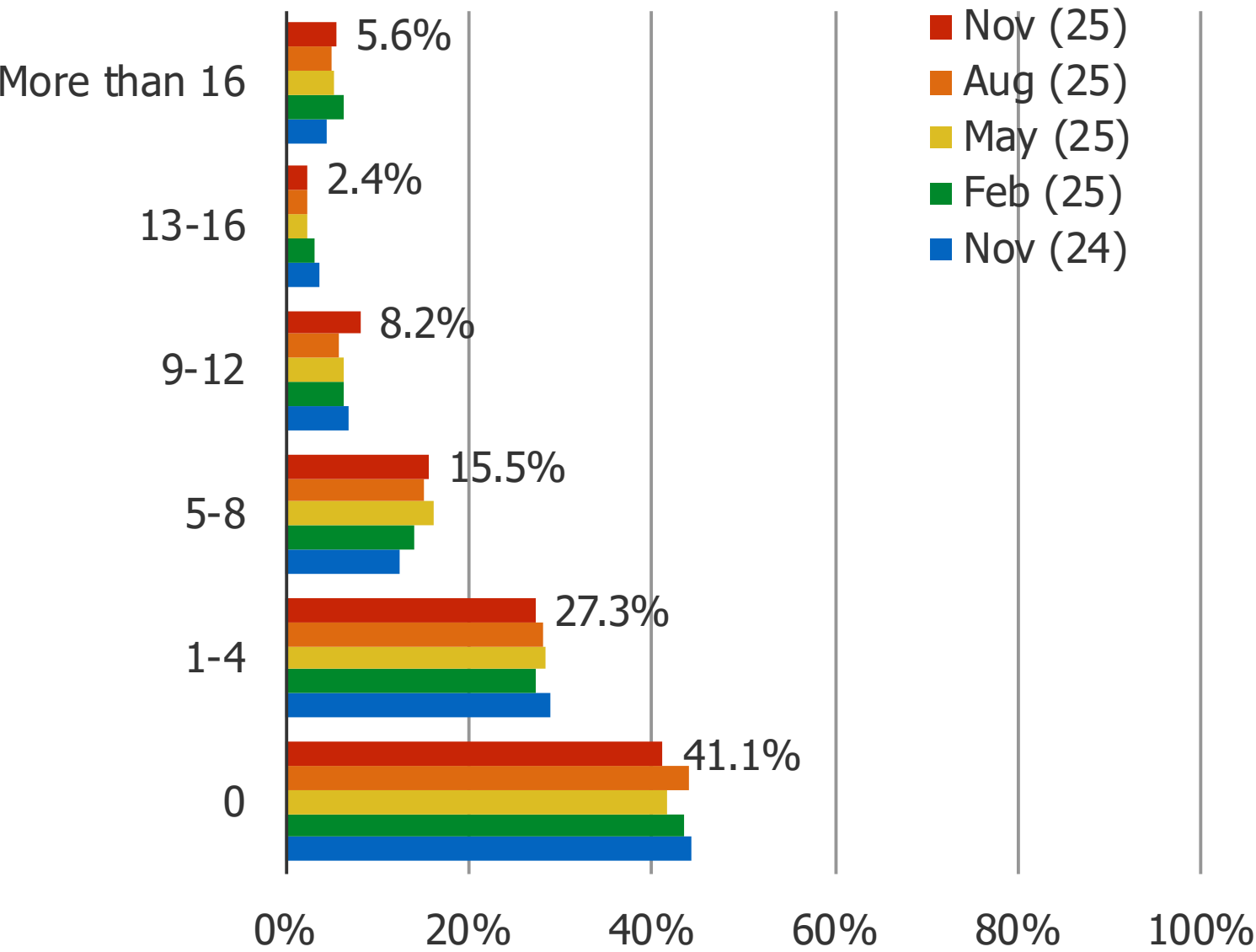
ABOUT HOW MANY ALCOHOLIC DRINKS DO YOU HAVE EACH WEEK?

Posed to all respondents



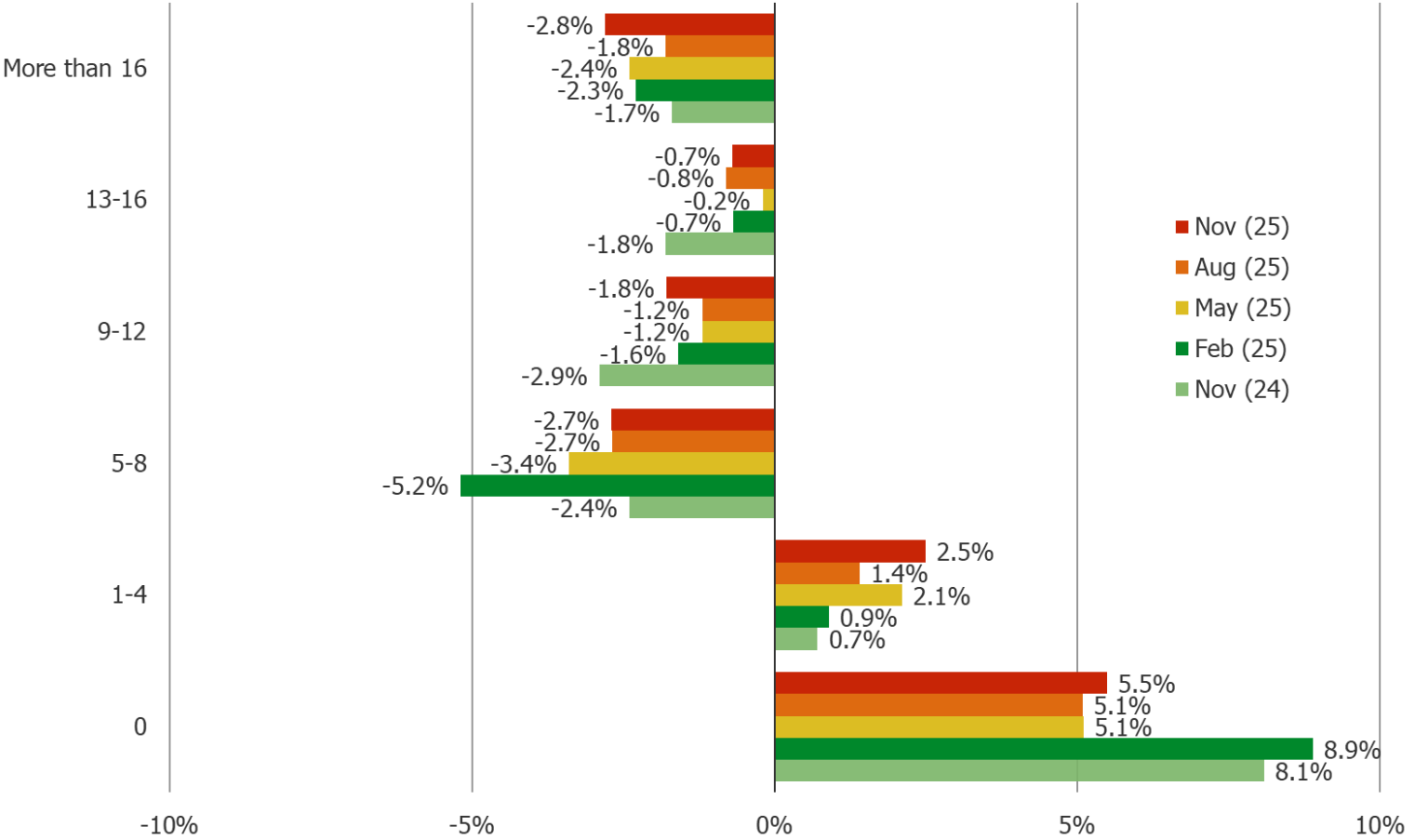
IF YOU WERE ASKED ONE YEAR AGO HOW MANY ALCOHOLIC DRINKS YOU DRINK EACH WEEK, WHAT WOULD YOU HAVE SAID?

Posed to all respondents



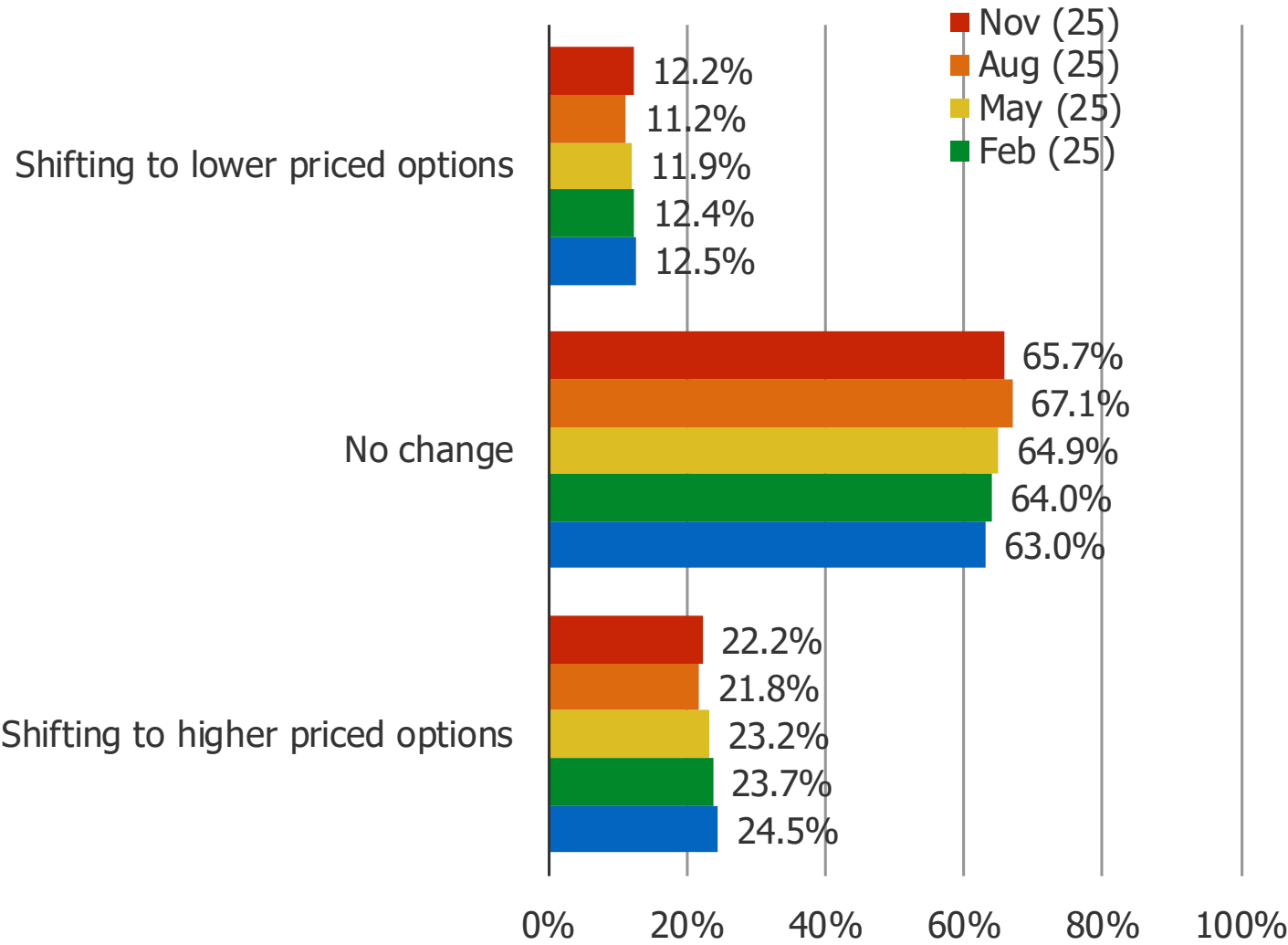
NOW (MINUS) IF WE ASKED ONE YEAR AGO...

Posed to all respondents



THINKING ABOUT THE PAST YEAR OR TWO, WOULD YOU SAY THE ALCOHOLIC BEVERAGE PRODUCTS YOU PURCHASE ARE...

Posed to all respondents

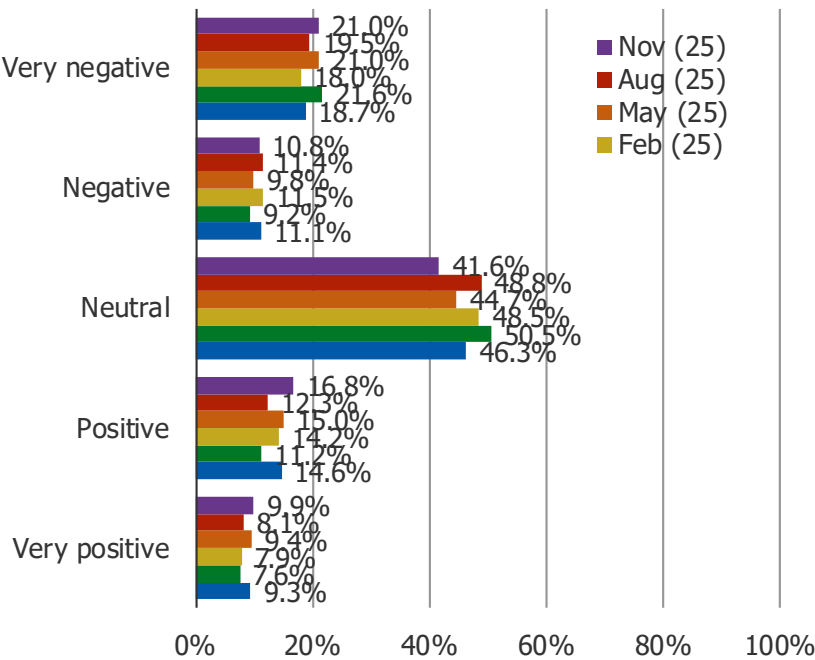


Davids vs. Goliaths

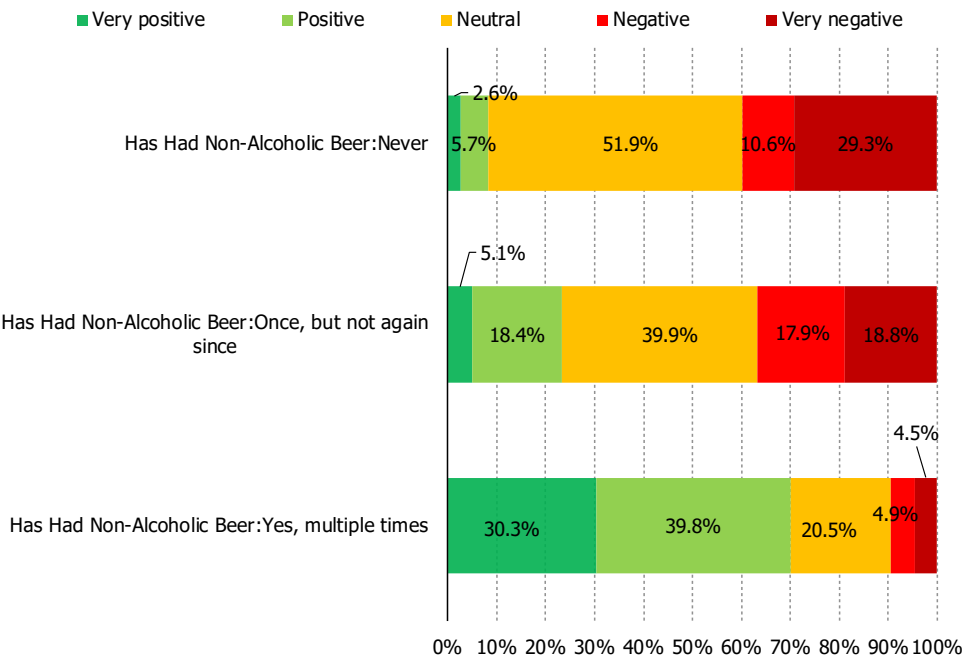
NON-ALCOHOLIC BEER

WHAT IS YOUR OPINION OF NON-ALCOHOLIC BEER?

Posed to all respondents

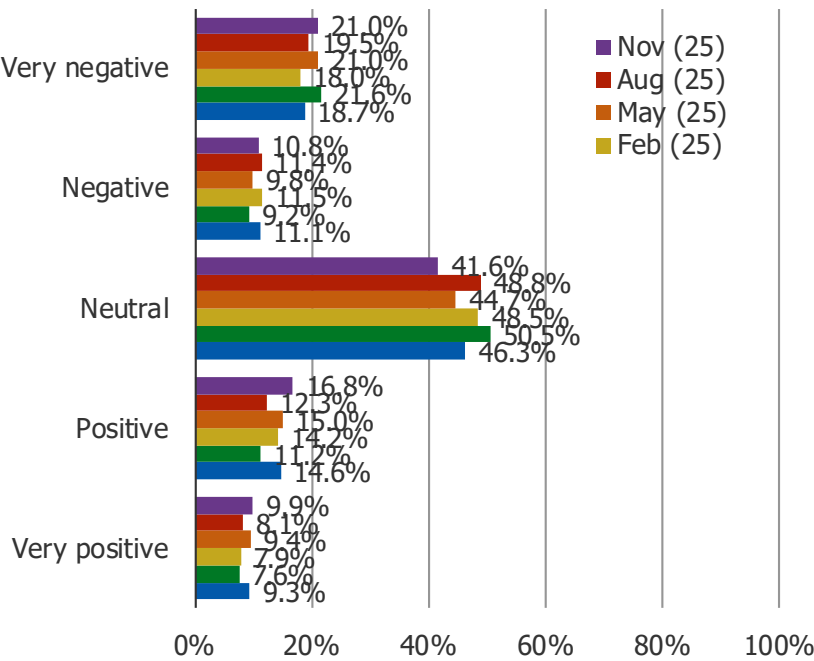


Cross-tabbed by their experience with non-alcoholic beer...



WHAT IS YOUR OPINION OF NON-ALCOHOLIC BEER?

Posed to all respondents

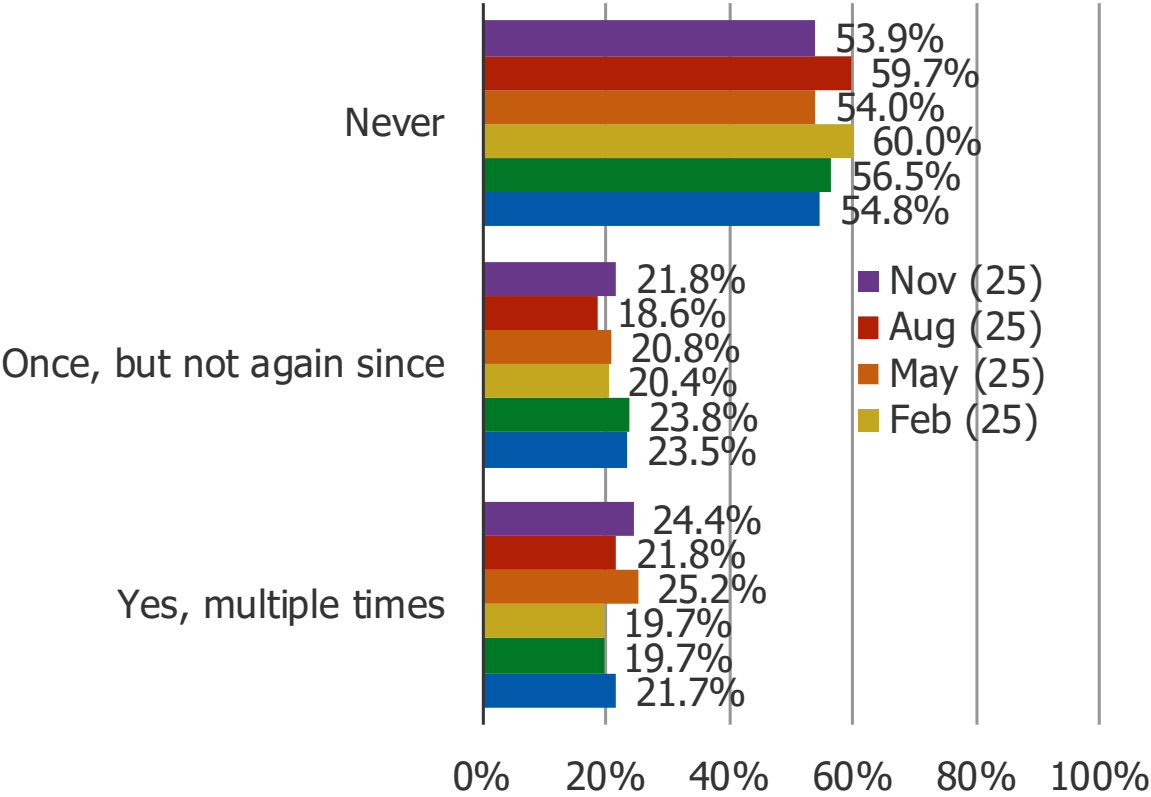


Optional Comments Summary:

Category	Count	%
"What's the point?"/ defeats purpose	31	36%
Negative taste / gross	22	25%
Positive for health / quitting / social inclusion	18	21%
Positive general opinion	6	7%
Quality / brand	2	2%
Too expensive	1	1%
Other / unclear	7	8%

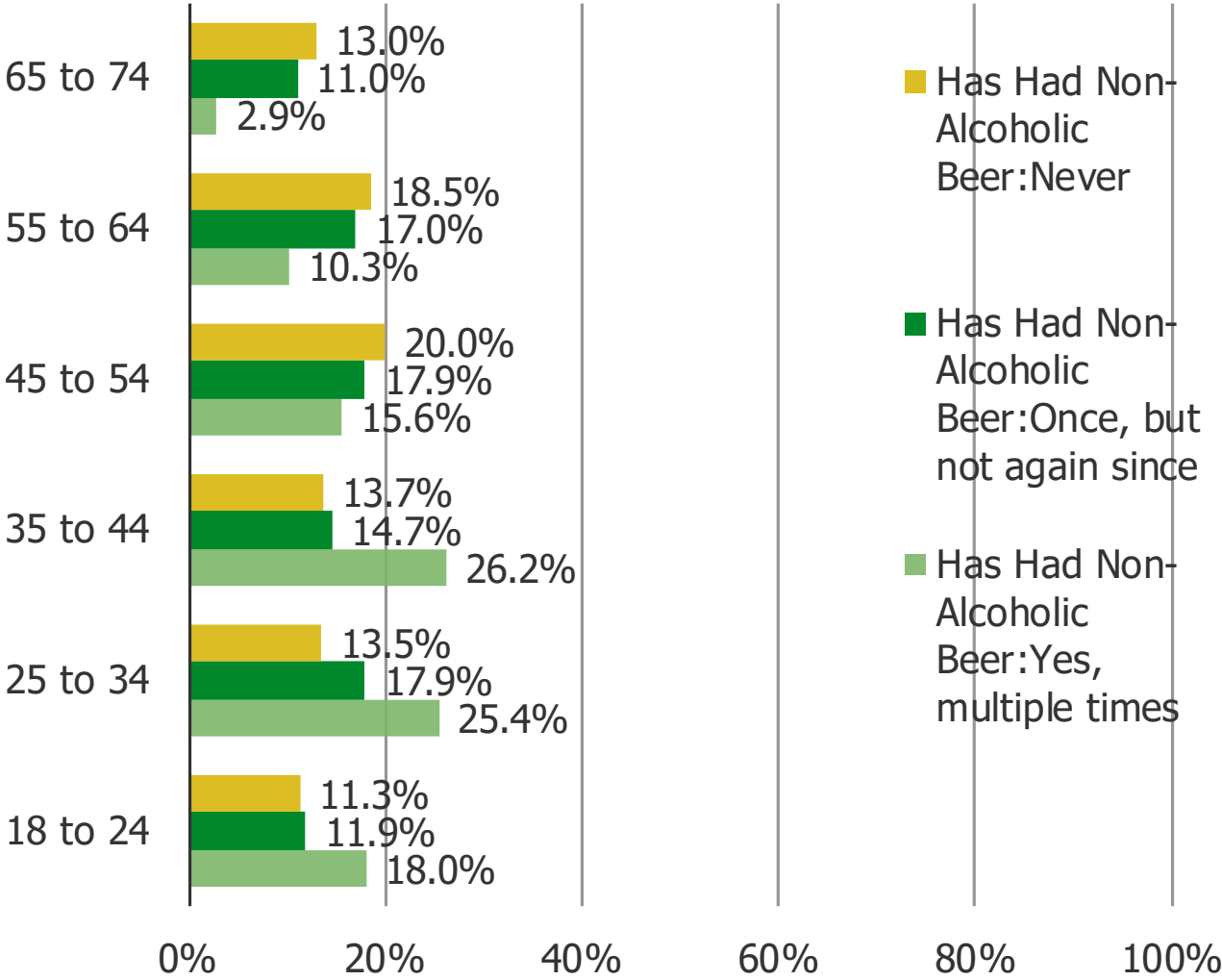
HAVE YOU EVER CONSUMED NON-ALCOHOLIC BEER?

Posed to all respondents



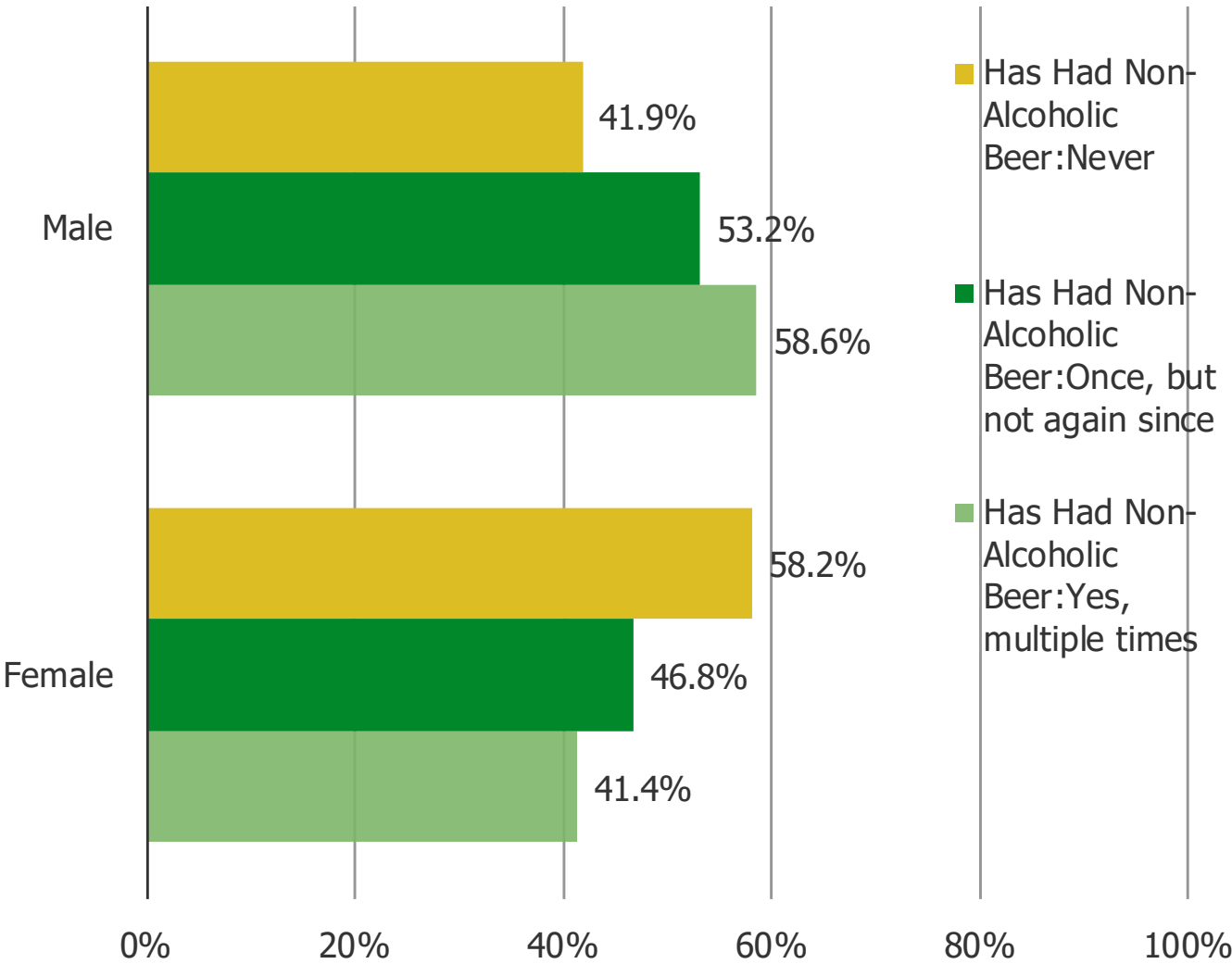
WHO IS THE CUSTOMER? EXPERIENCE WITH NON-ALCOHOLIC BEER

Age:



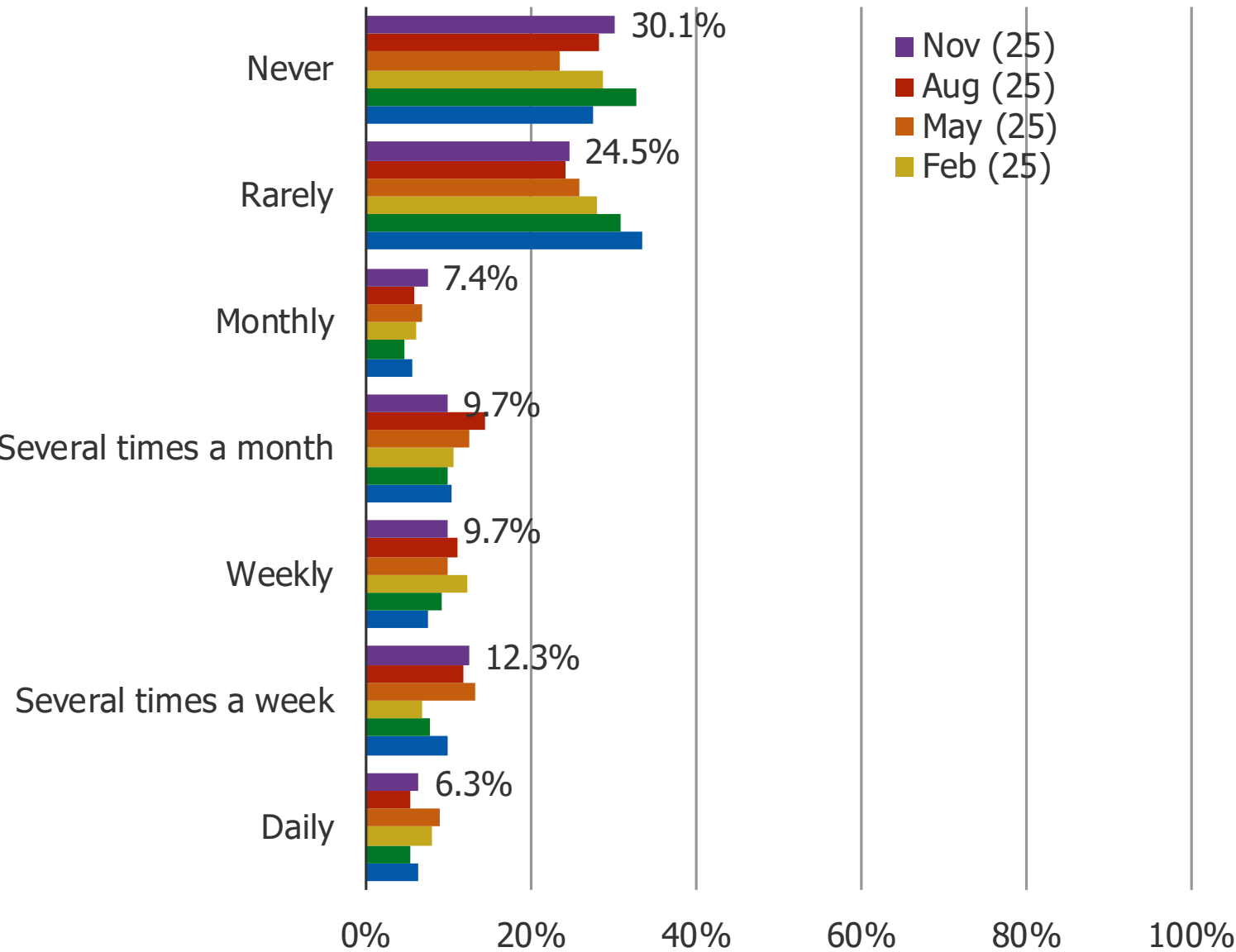
WHO IS THE CUSTOMER? EXPERIENCE WITH NON-ALCOHOLIC BEER

Gender:



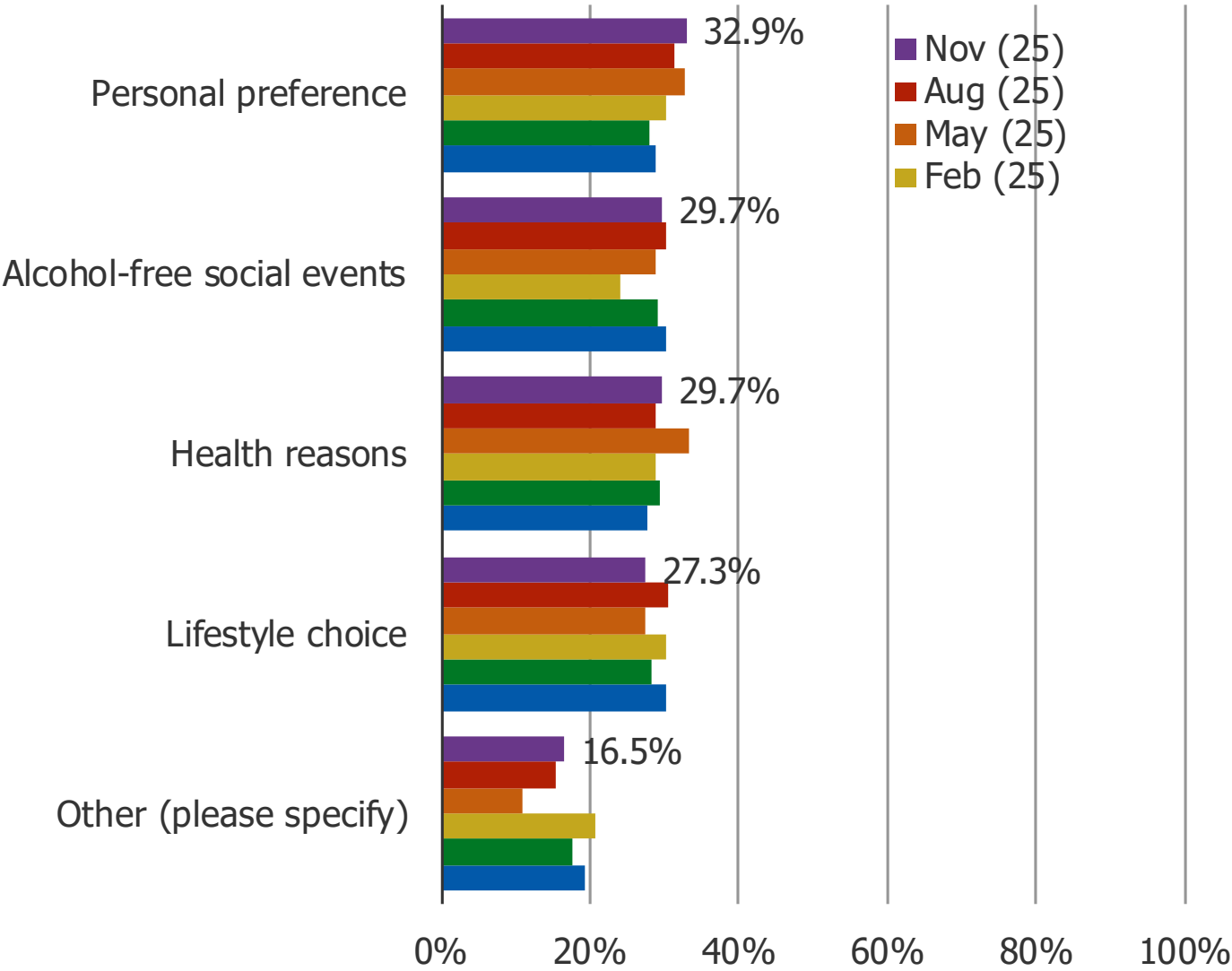
HOW OFTEN DO YOU CONSUME NON-ALCOHOLIC BEER?

Posed to all respondents who consume non-alcoholic beer.



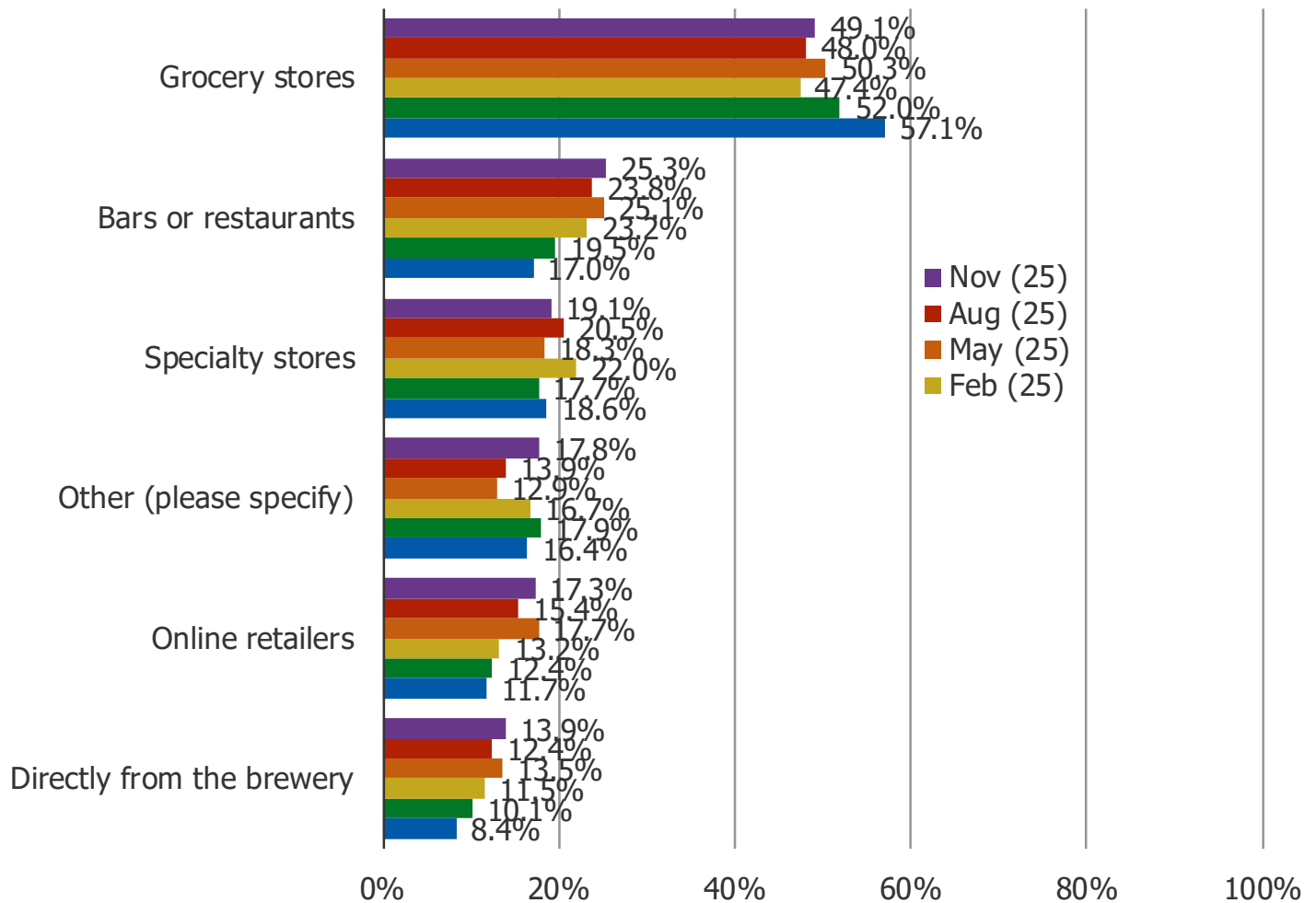
WHAT ARE YOUR PRIMARY REASONS FOR CHOOSING NON-ALCOHOLIC BEER? (SELECT ALL THAT APPLY)

Posed to all respondents who consume non-alcoholic beer.



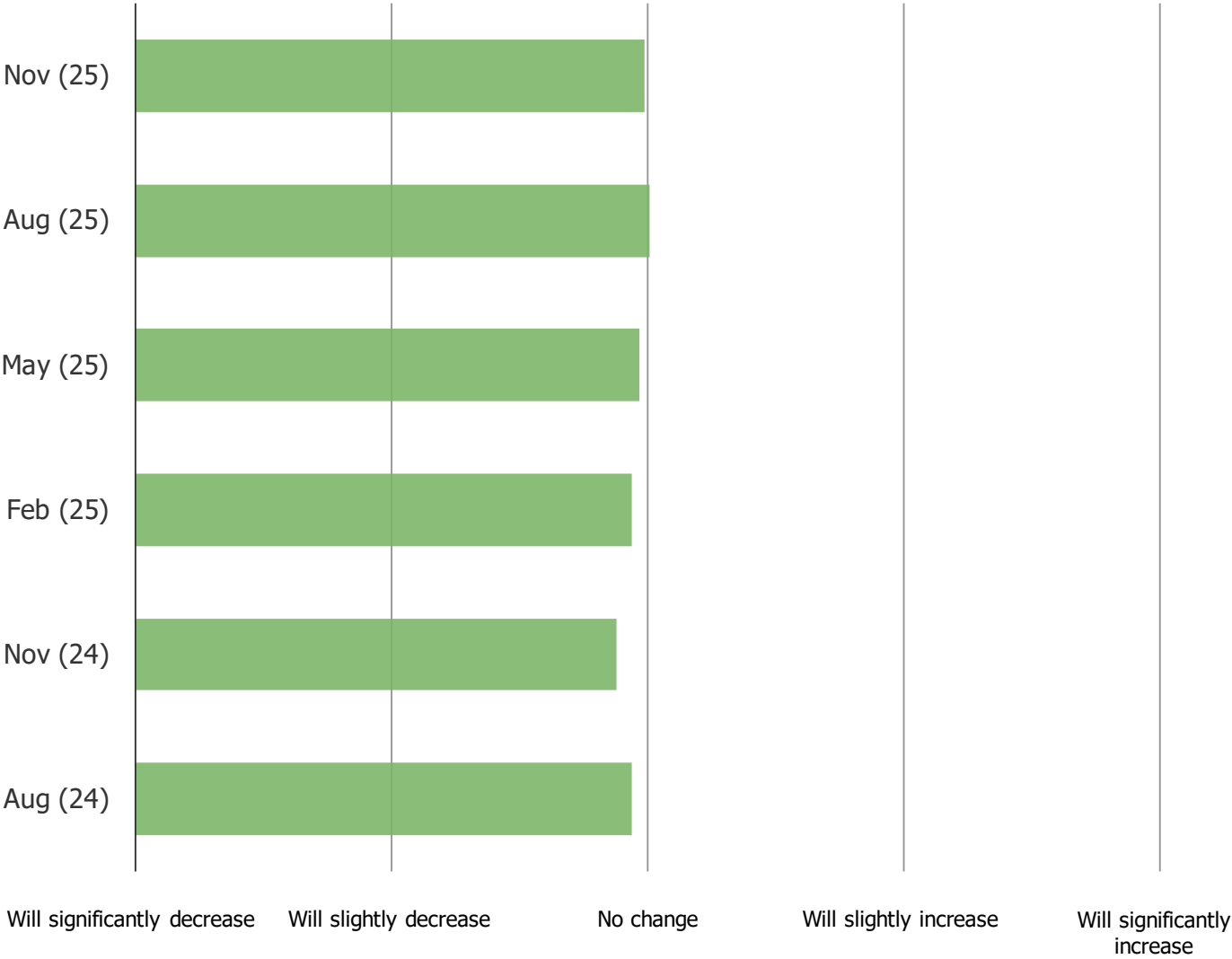
WHERE DO YOU TYPICALLY PURCHASE NON-ALCOHOLIC BEER? (SELECT ALL THAT APPLY)

Posed to all respondents who consume non-alcoholic beer.



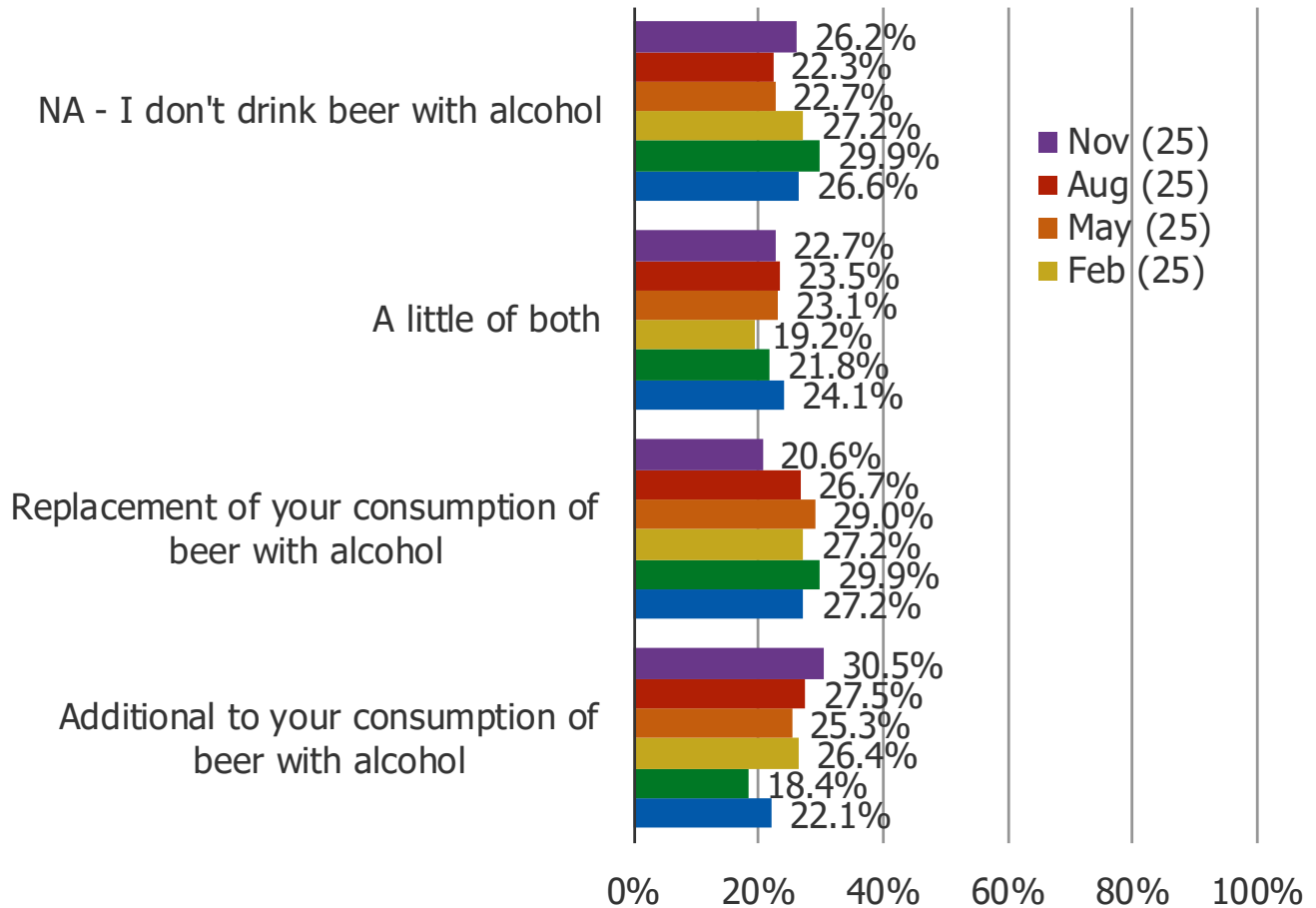
DO YOU EXPECT TO CHANGE HOW OFTEN YOU DRINK NON-ALCOHOLIC BEER IN THE FUTURE?

Posed to all respondents who consume non-alcoholic beer.



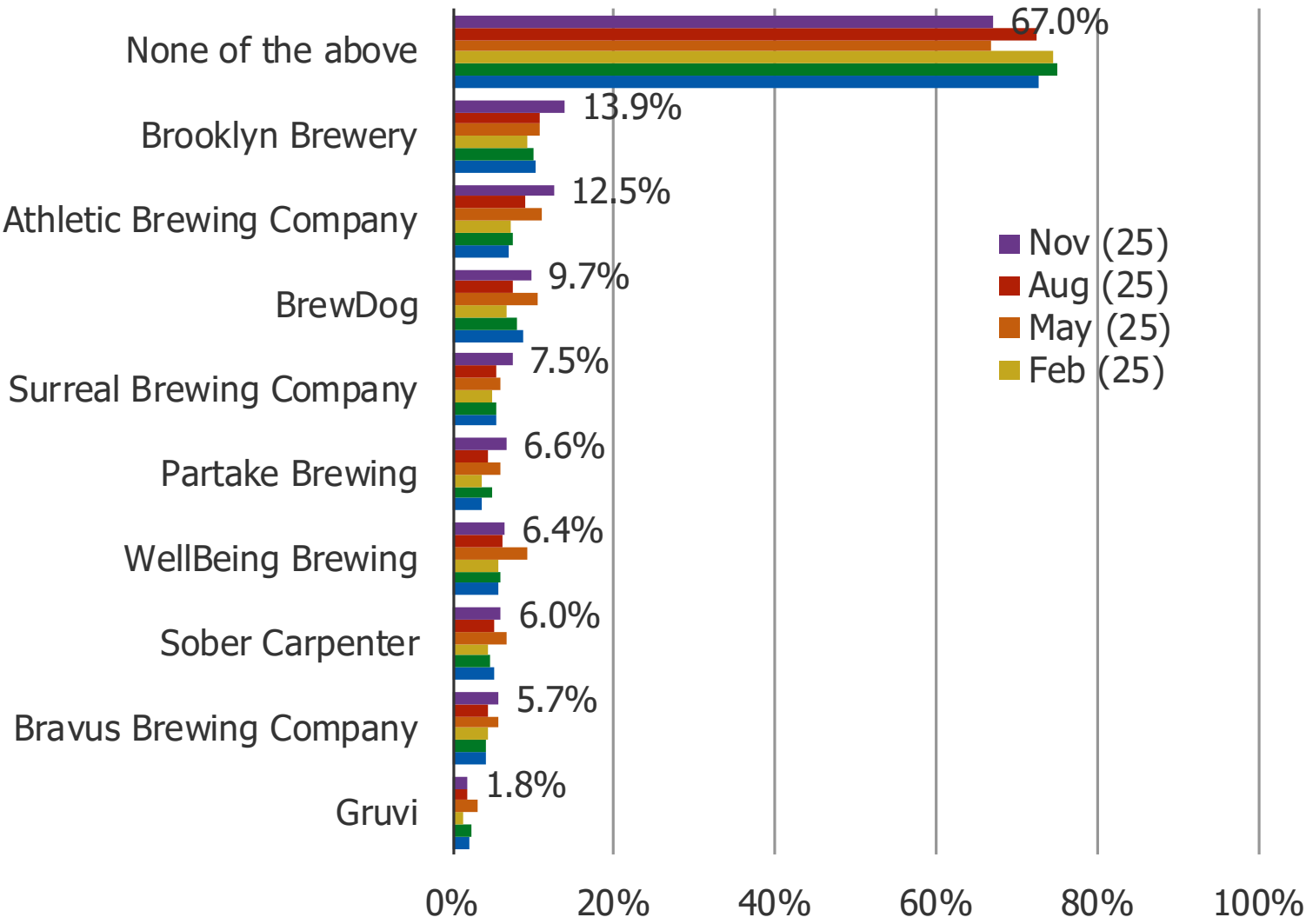
IS YOUR CONSUMPTION OF NON-ALCOHOLIC BEER...

Posed to all respondents who consume non-alcoholic beer.



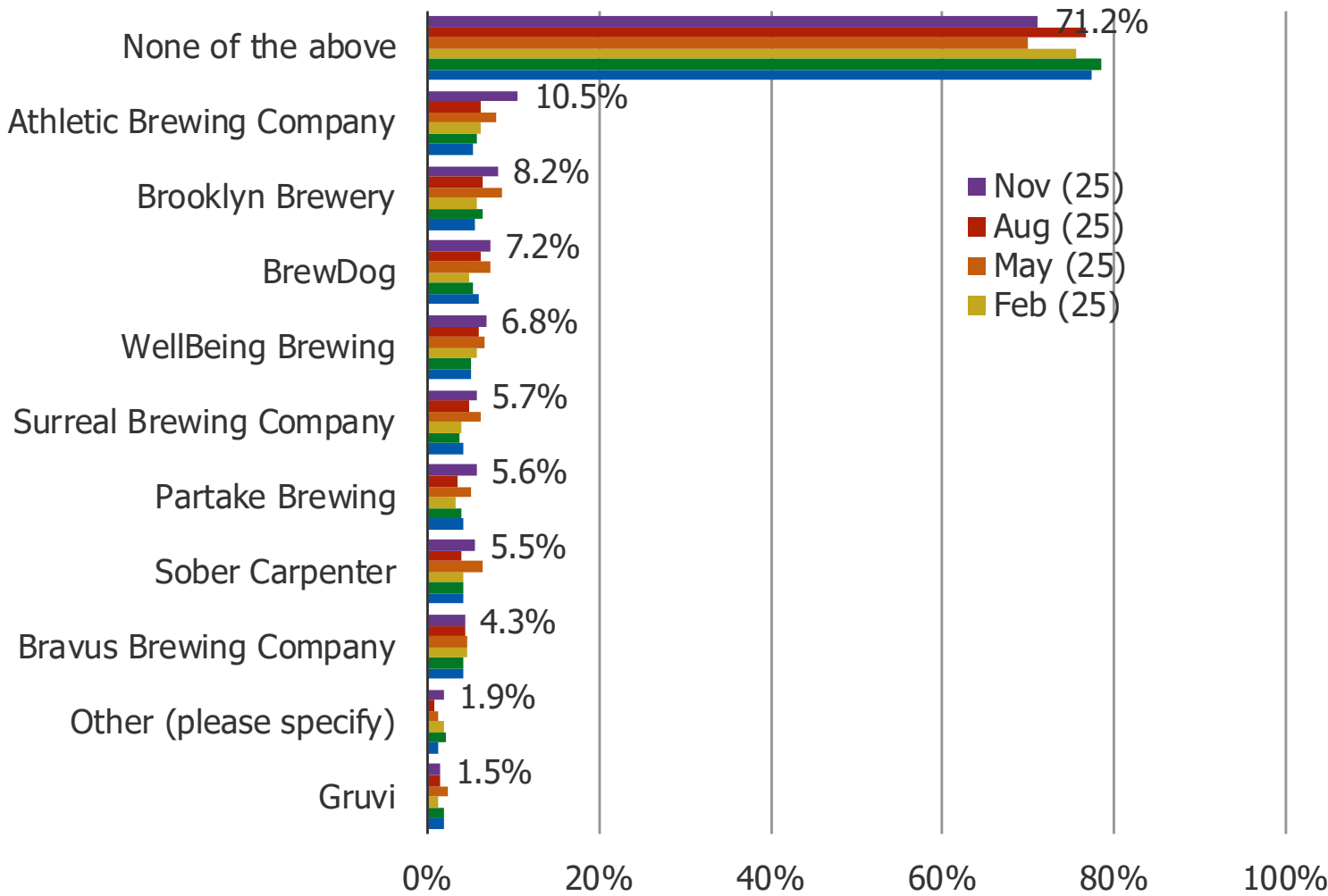
HAVE YOU HEARD OF ANY OF THE FOLLOWING NON-ALCOHOLIC BEER BRANDS? SELECT ALL THAT APPLY

Posed to all respondents



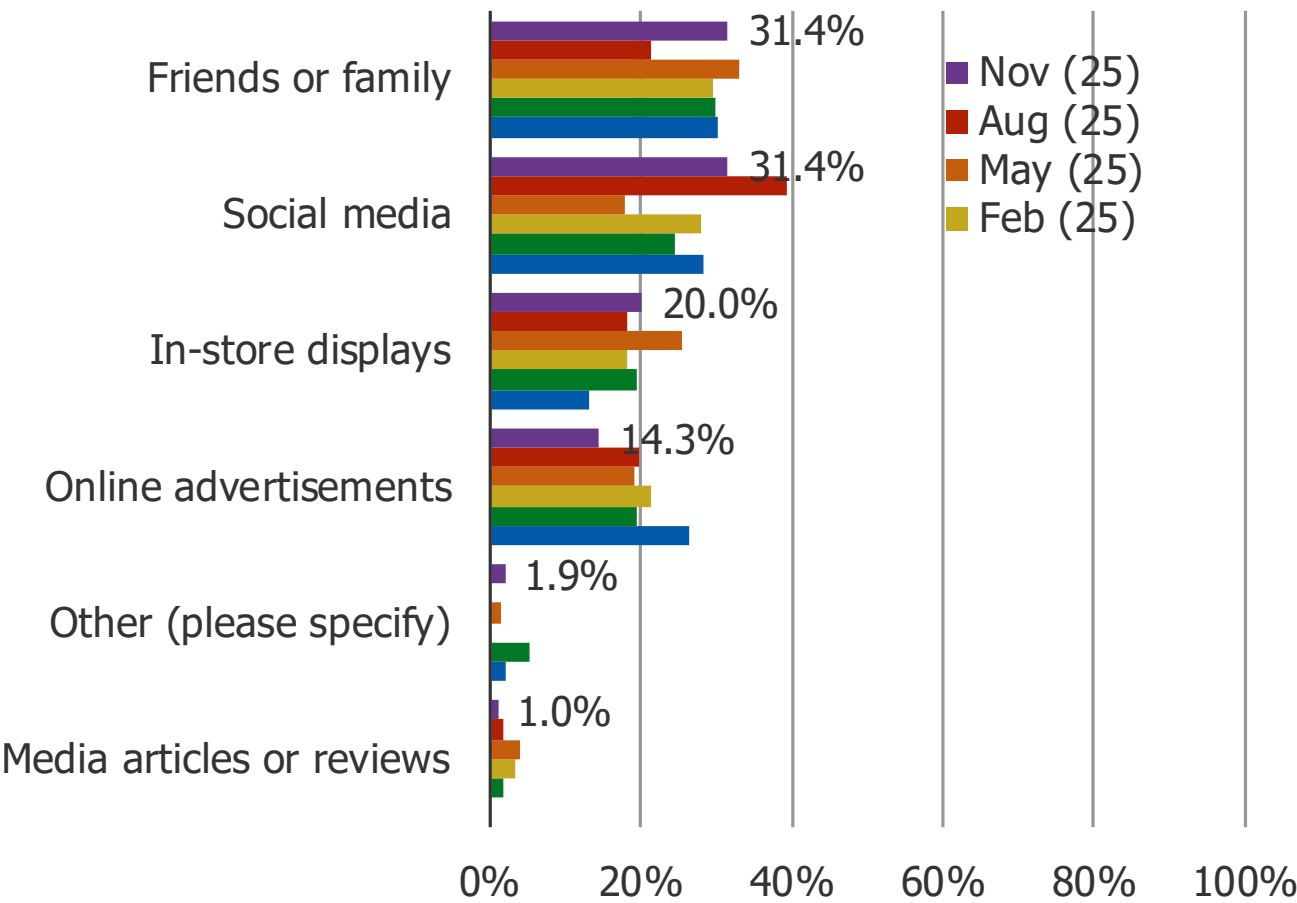
HAVE YOU EVER TRIED ANY OF THE FOLLOWING NON-ALCOHOLIC BEER BRANDS? SELECT ALL THAT APPLY

Posed to all respondents



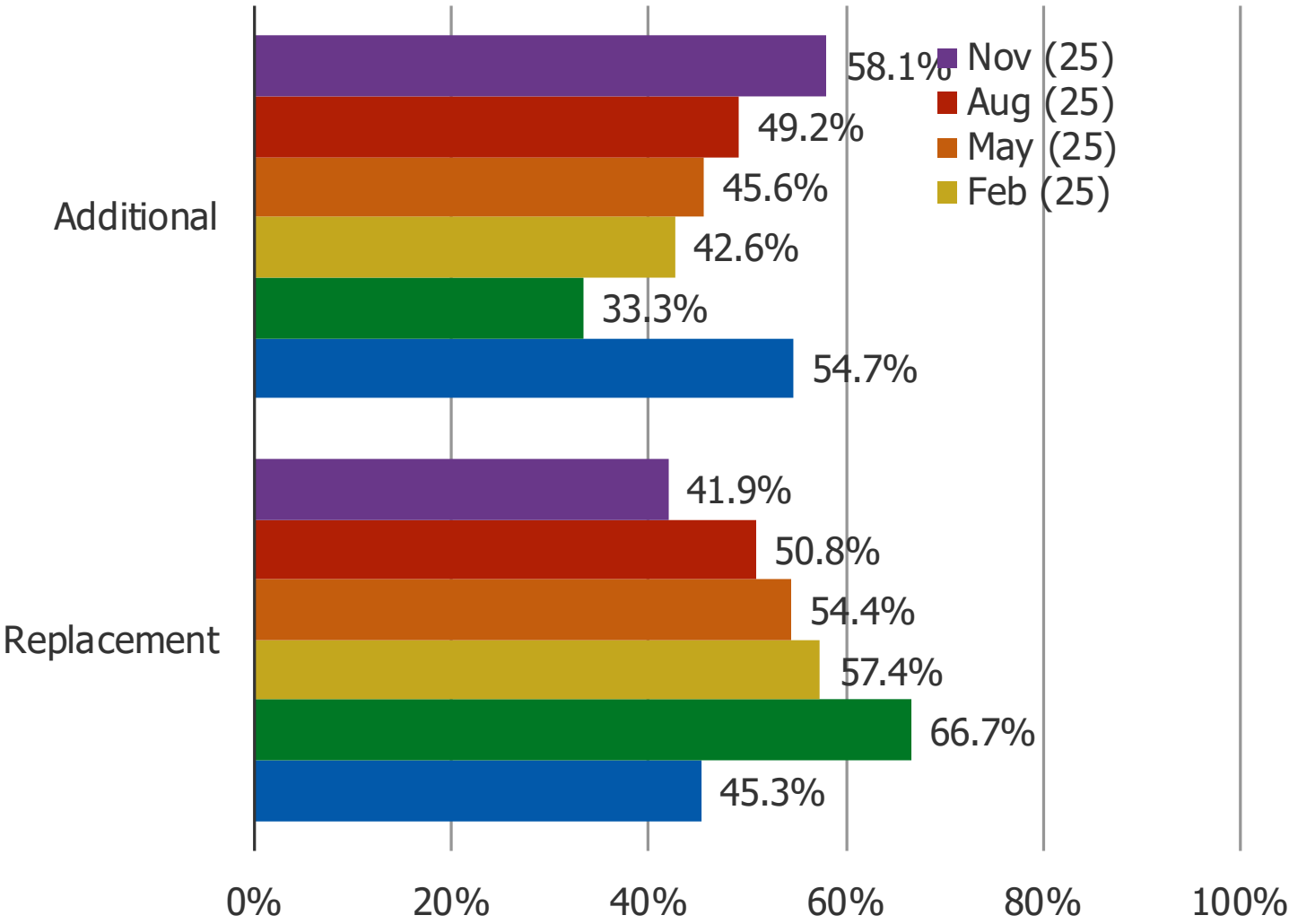
HOW DID YOU FIRST LEARN ABOUT ATHLETIC BREWING COMPANY?

Posed to all respondents who have tried Athletic Brewing (N = 105).



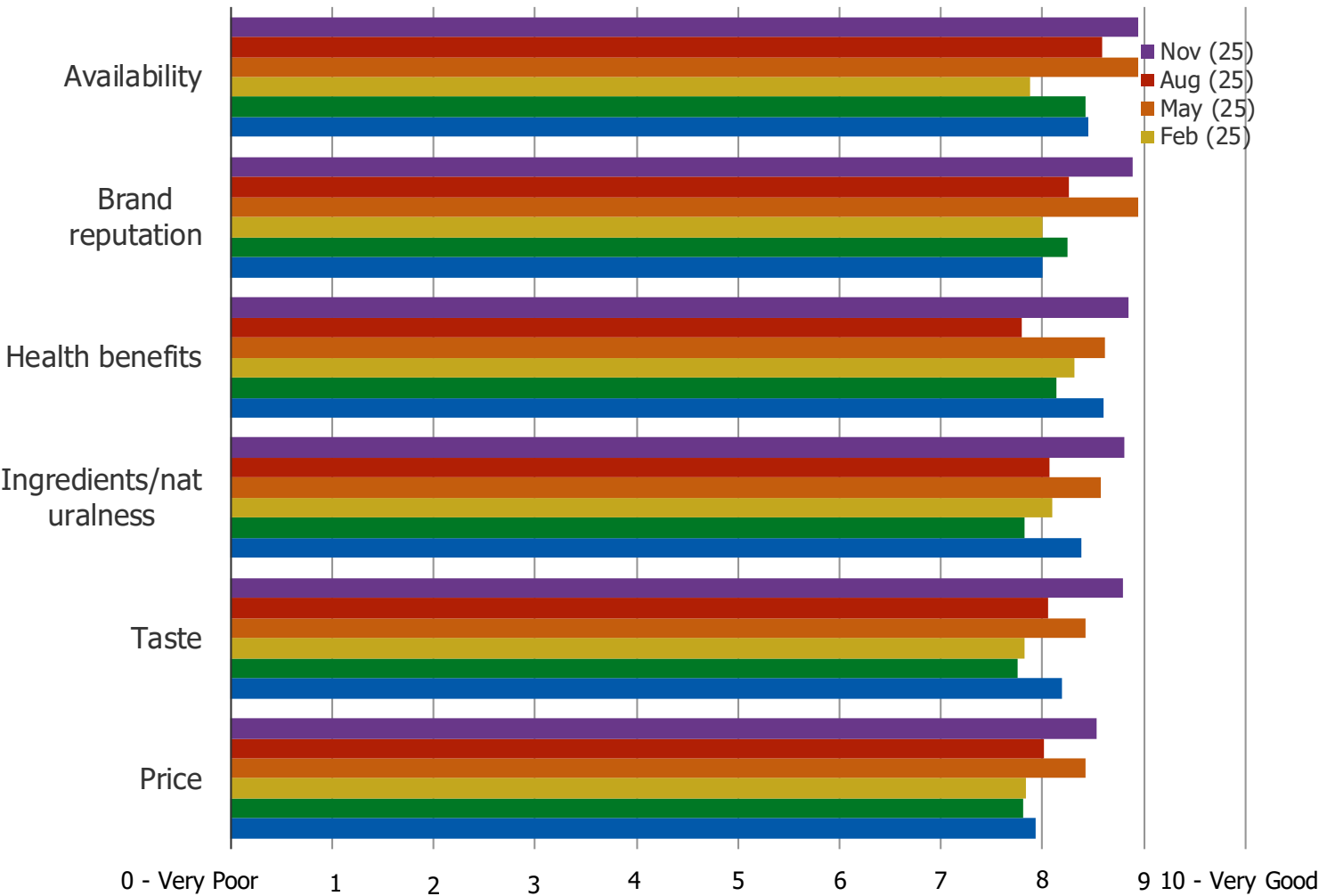
DO YOU VIEW YOUR CONSUMPTION OF ATHLETIC BREWING TO BE ADDITIONAL OR REPLACEMENT OF REGULAR BEER CONSUMPTION?

Posed to all respondents who have tried Athletic Brewing (N = 105).



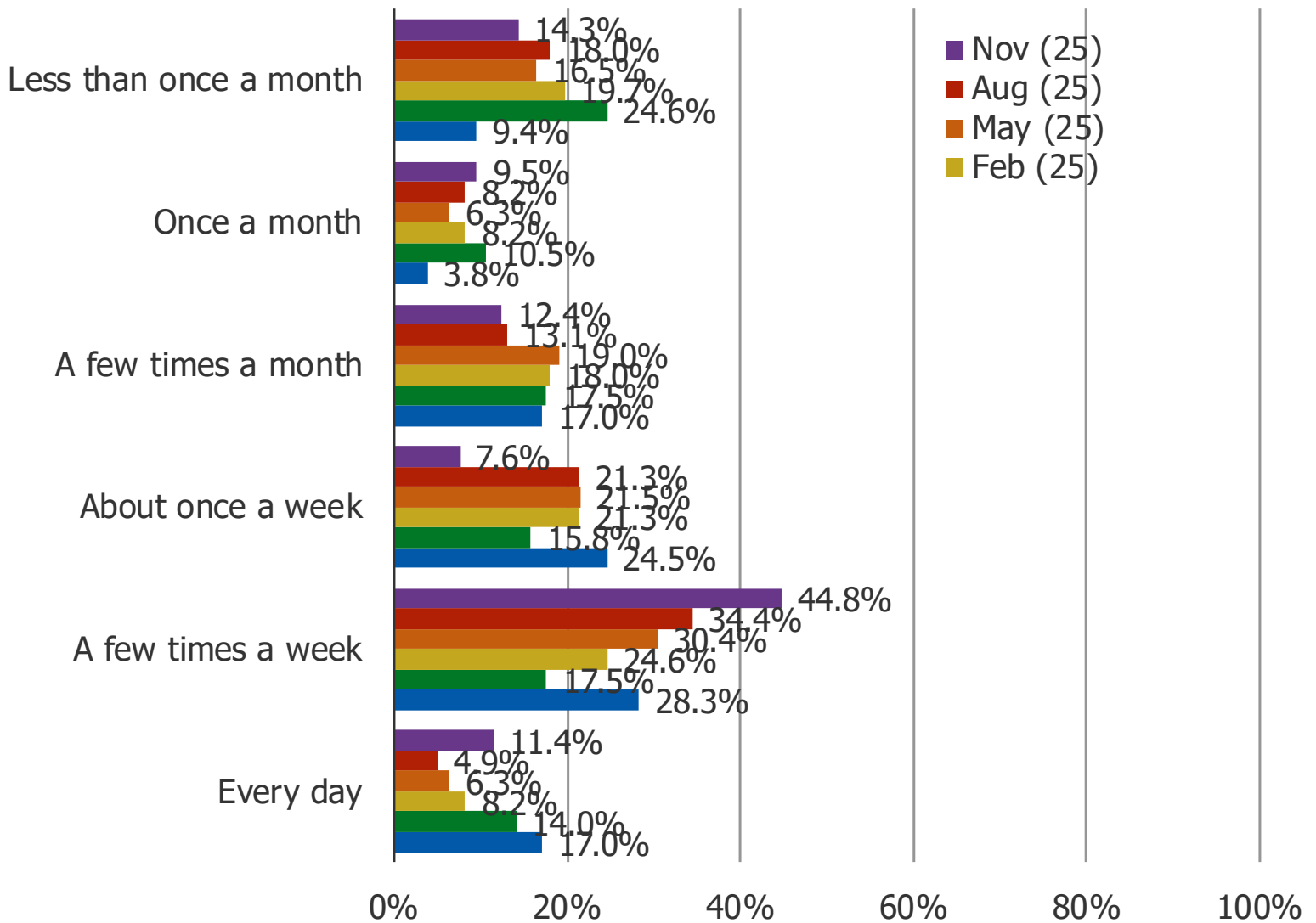
HOW WOULD YOU RATE ATHLETIC BREWING WHEN IT COMES TO...

Posed to all respondents who have tried Athletic Brewing (N = 105).



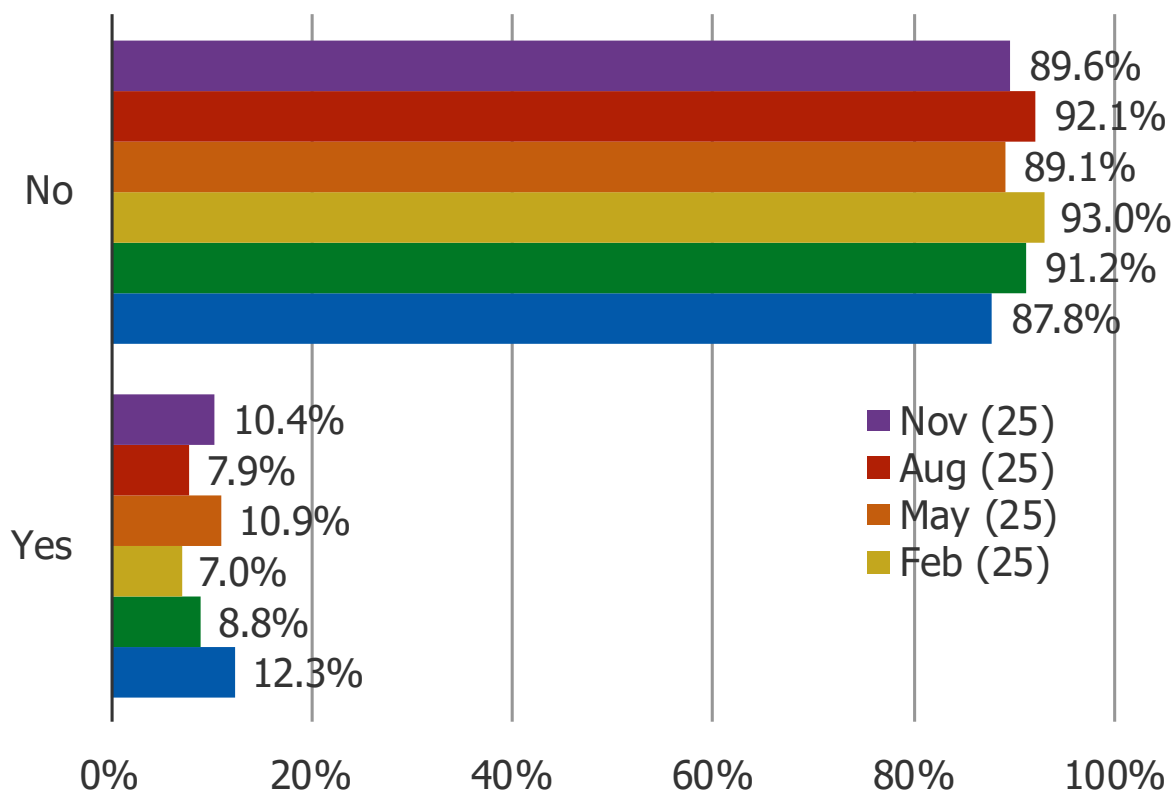
HOW OFTEN DO YOU DRINK ATHLETIC BREWING PRODUCTS?

Posed to all respondents who have tried Athletic Brewing (N = 105).



YOU MENTIONED THAT YOU NEVER CONSUME NON-ALCOHOLIC BEER. COULD YOU SEE YOURSELF BEING A CONSUMER OF NON-ALCOHOLIC BEER IN THE FUTURE?

Posed to all respondents who never consume non-alcoholic beer.

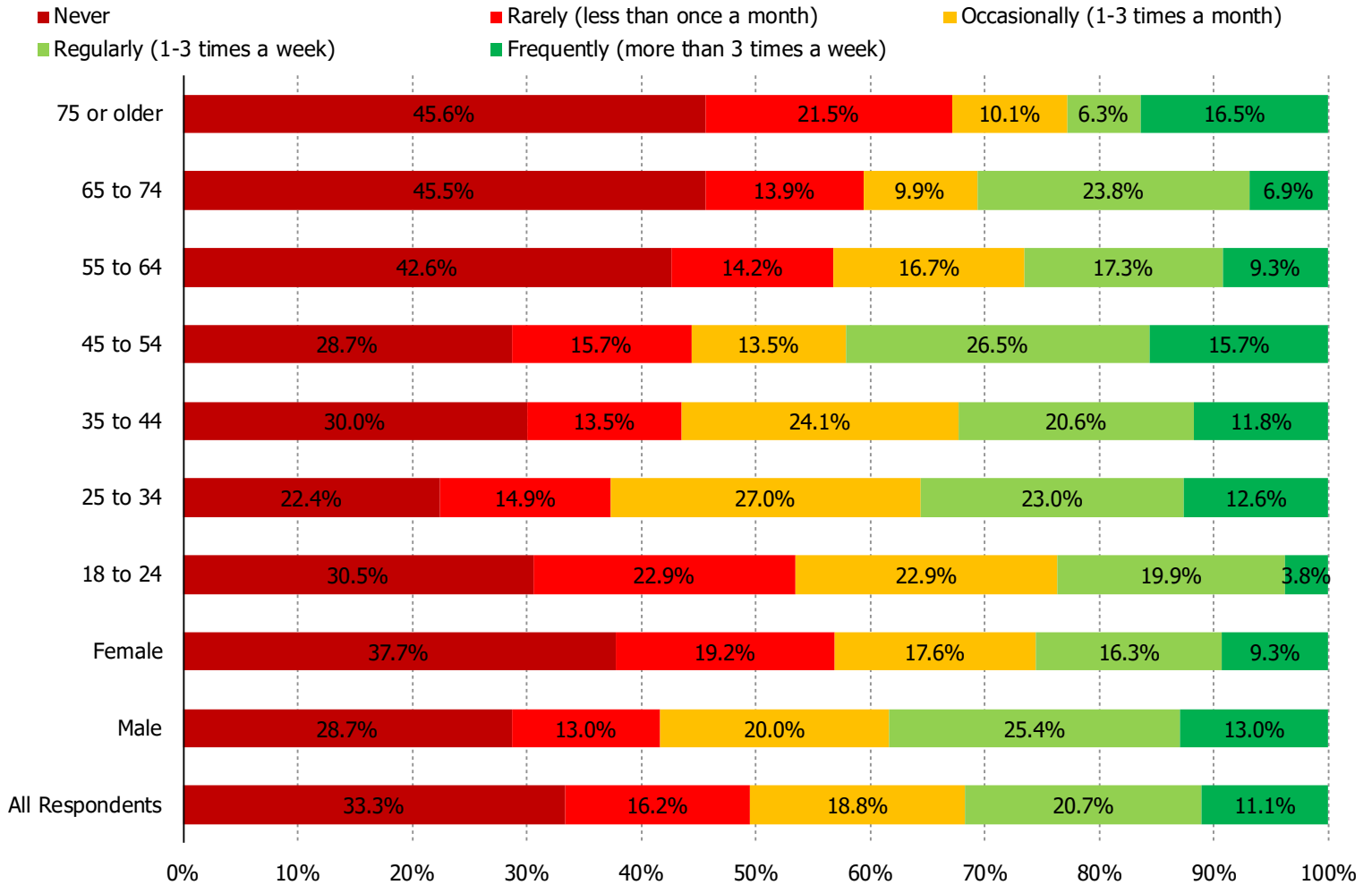


Optional Comments: Summary

Category	Count	%
"What's the point?" / defeats purpose	10	27%
Negative taste / smell / gross	9	24%
Positive (helps cut back / willing to try)	5	14%
Preference for real beer	3	8%
Too expensive	1	3%
Other / unclear	9	24%

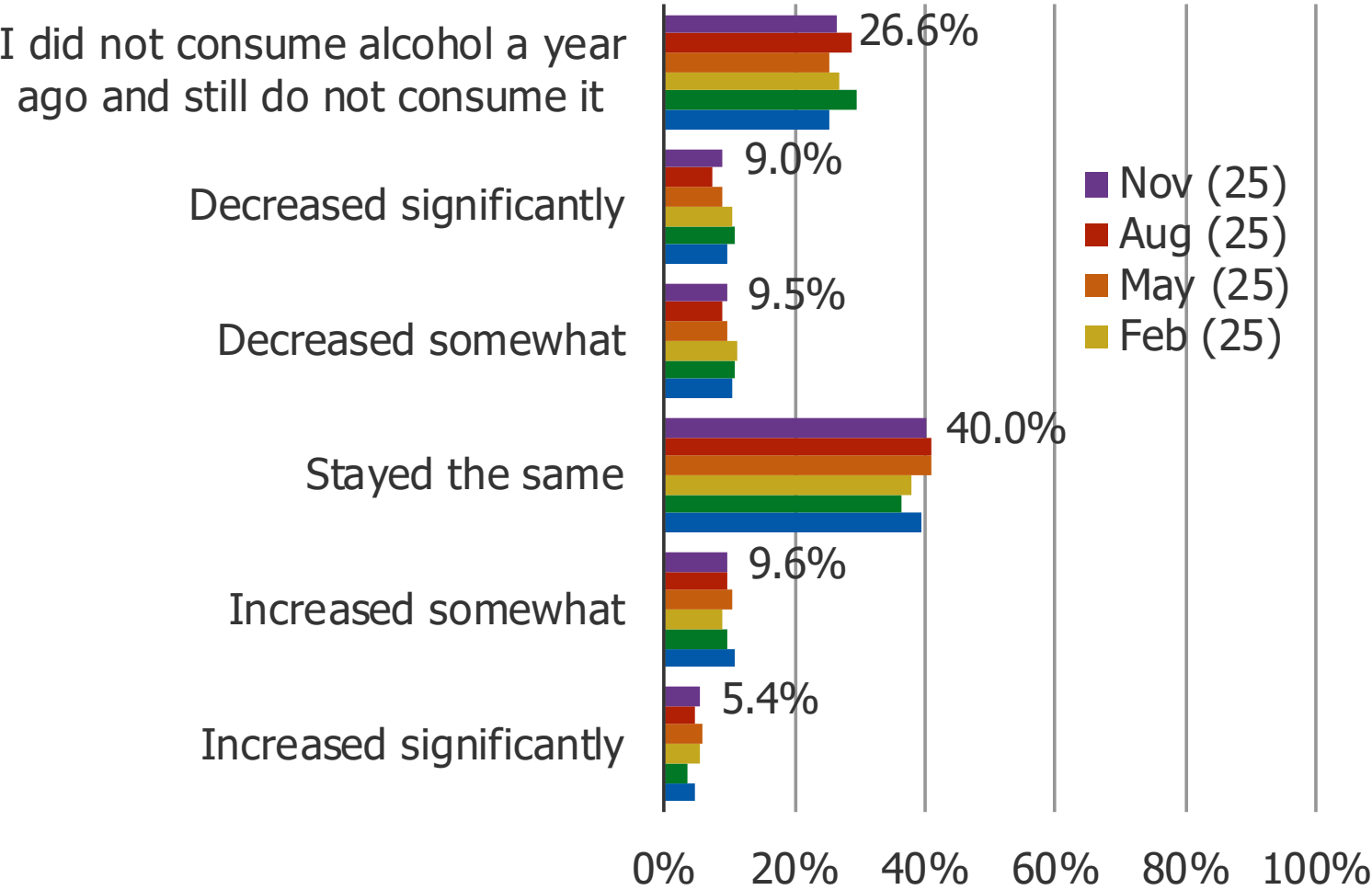
HOW OFTEN DO YOU CONSUME ALCOHOLIC BEVERAGES?

Posed to all respondents



COMPARED TO ONE YEAR AGO, HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED?

Posed to all respondents

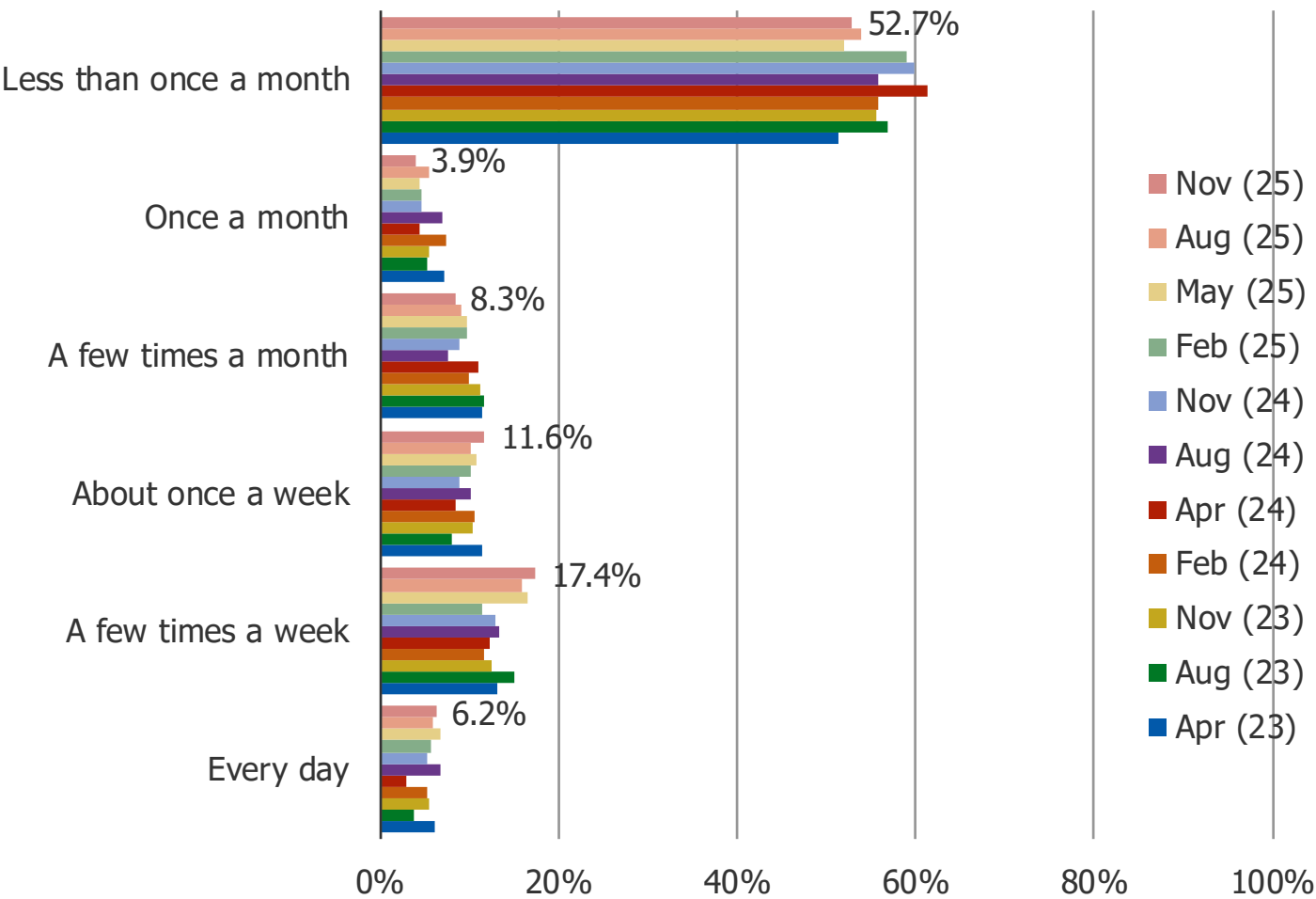


Davids vs. Goliaths

BEER

HOW OFTEN DO YOU DRINK BEER?

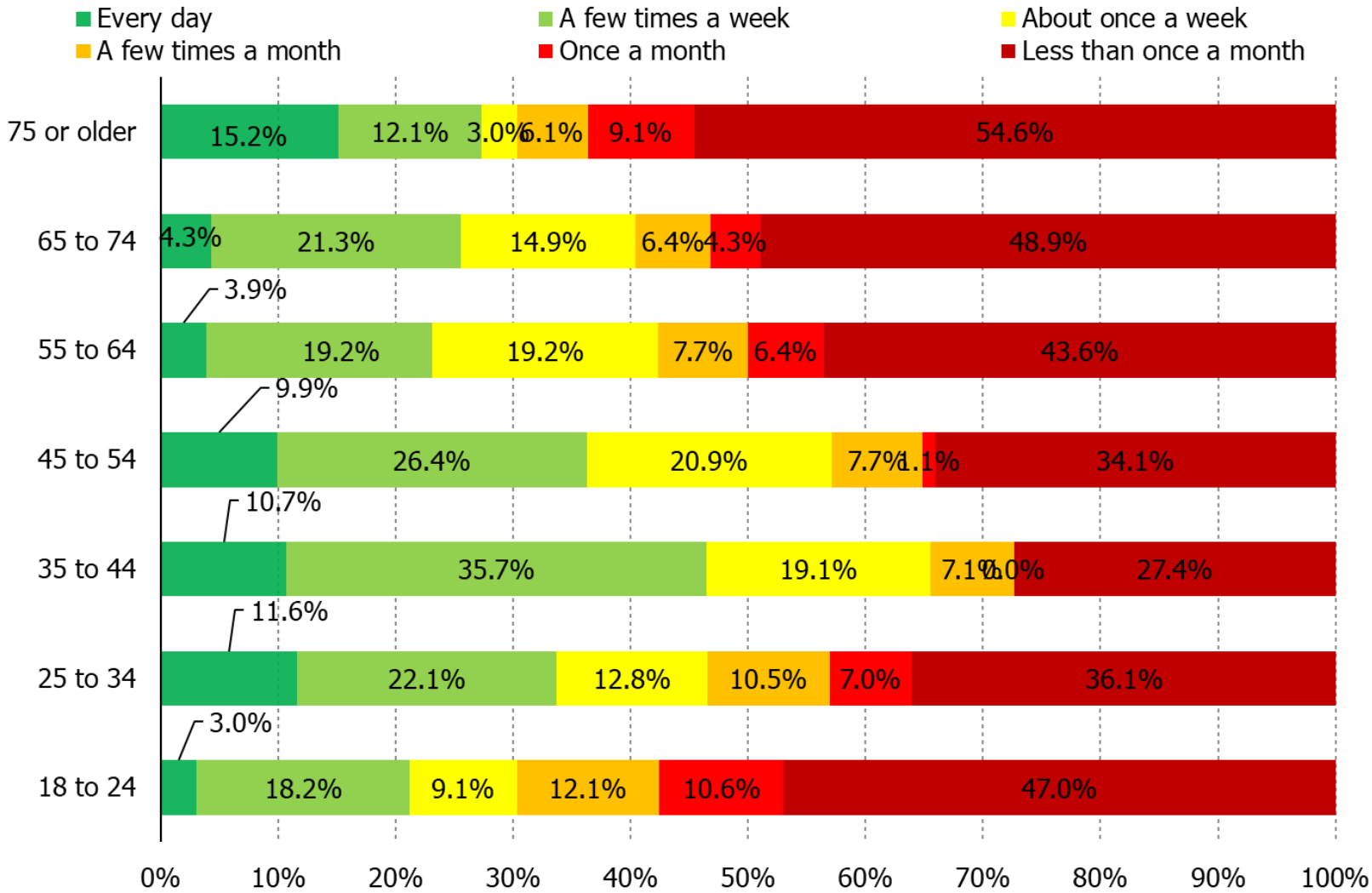
Posed to all respondents



HOW OFTEN DO YOU DRINK BEER?

Posed to all respondents

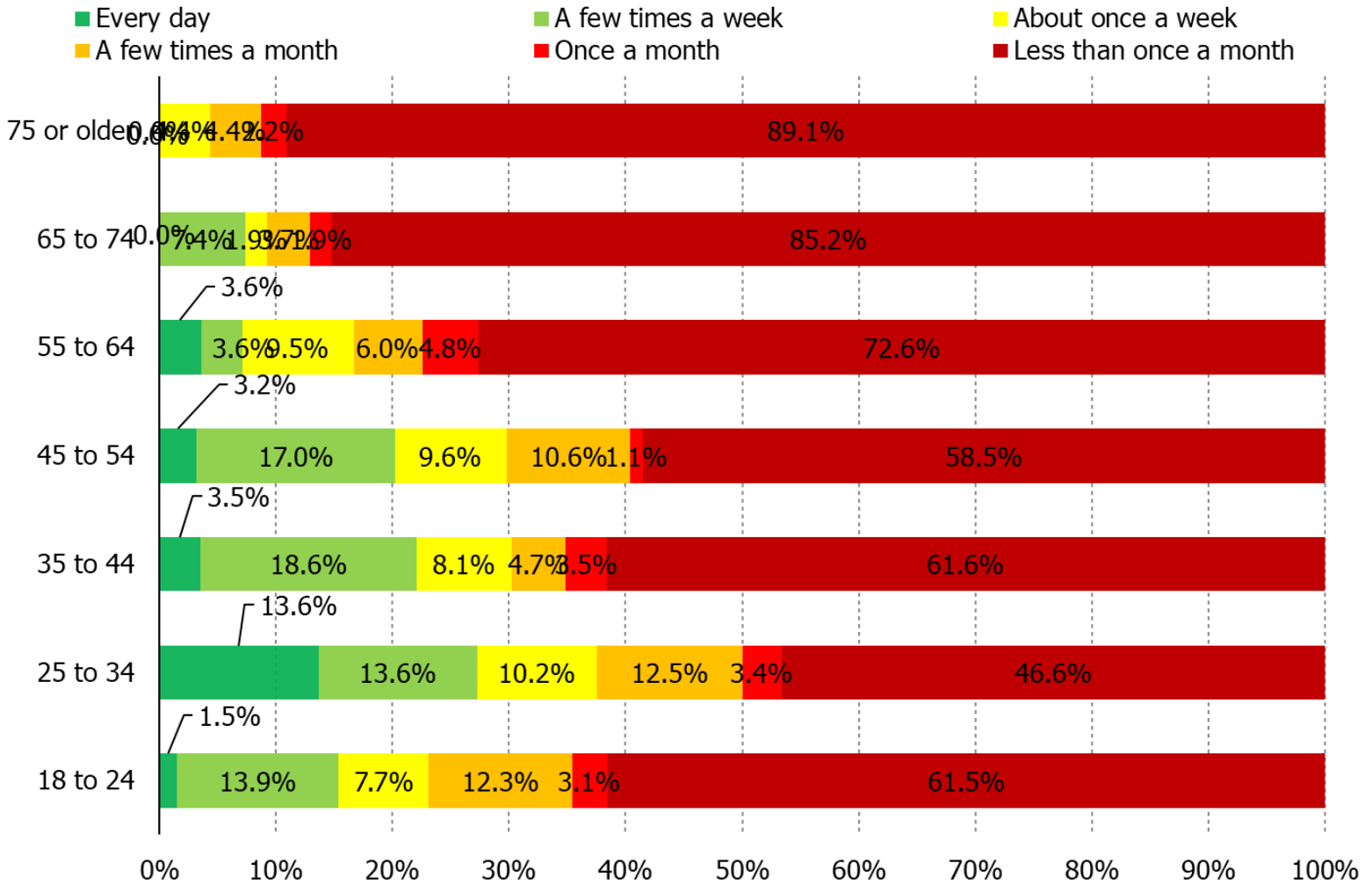
Cross-Tabs: Male, by Age.



HOW OFTEN DO YOU DRINK BEER?

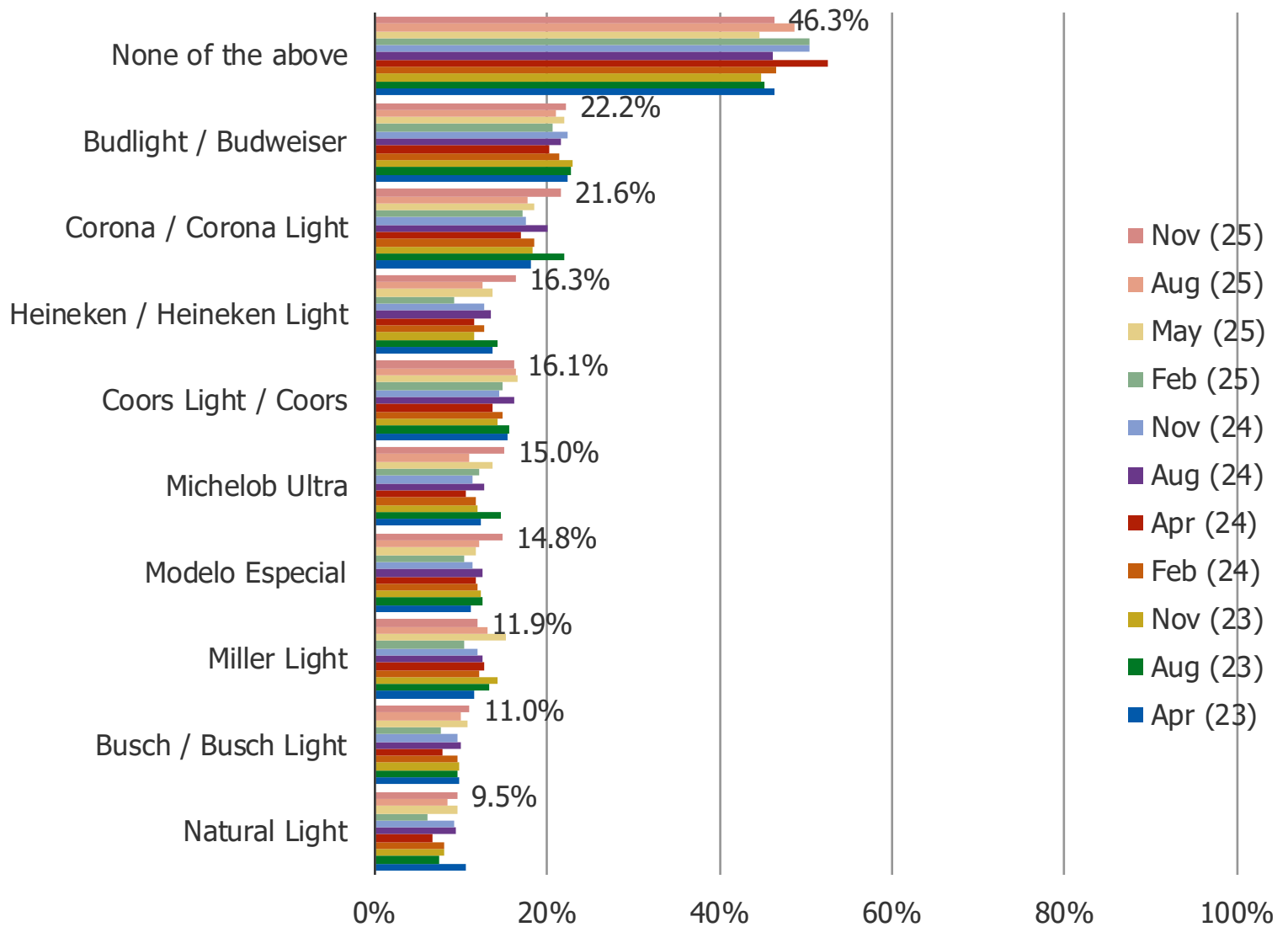
Posed to all respondents

Cross-Tabs: Female, by Age.



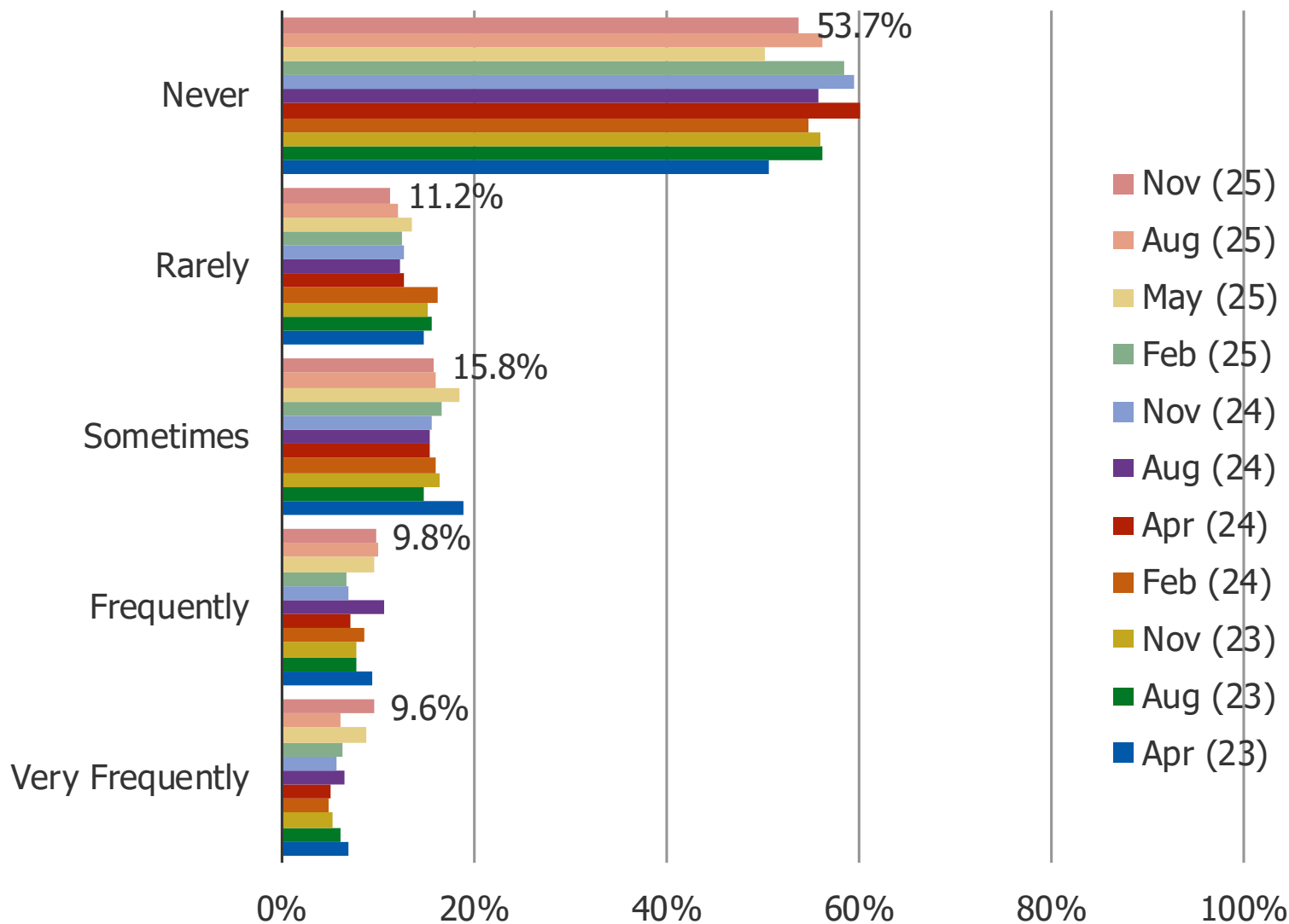
HAVE YOU PURCHASED BEER FROM ANY OF THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents



OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

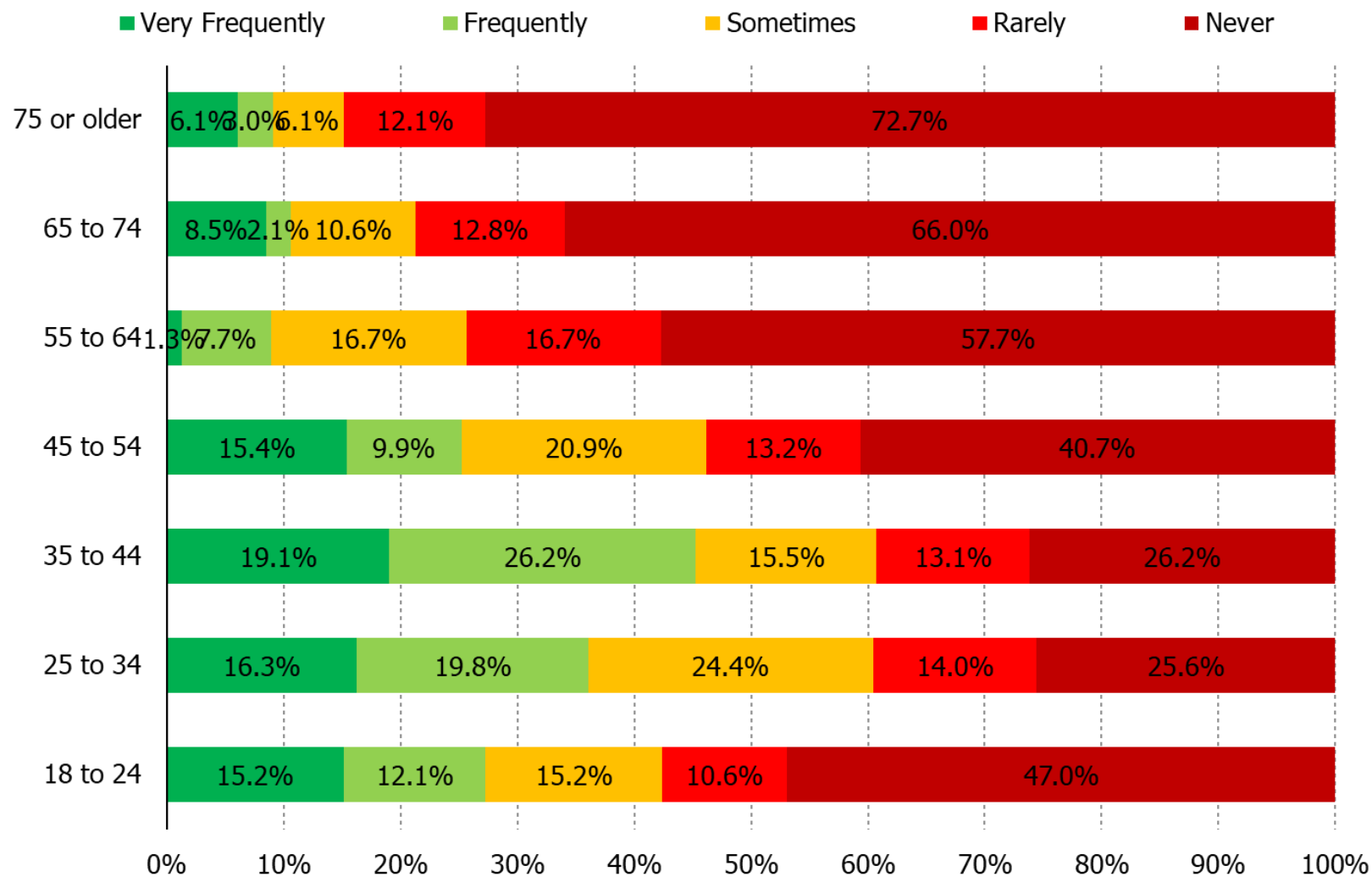
Posed to all respondents



OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

Posed to all respondents

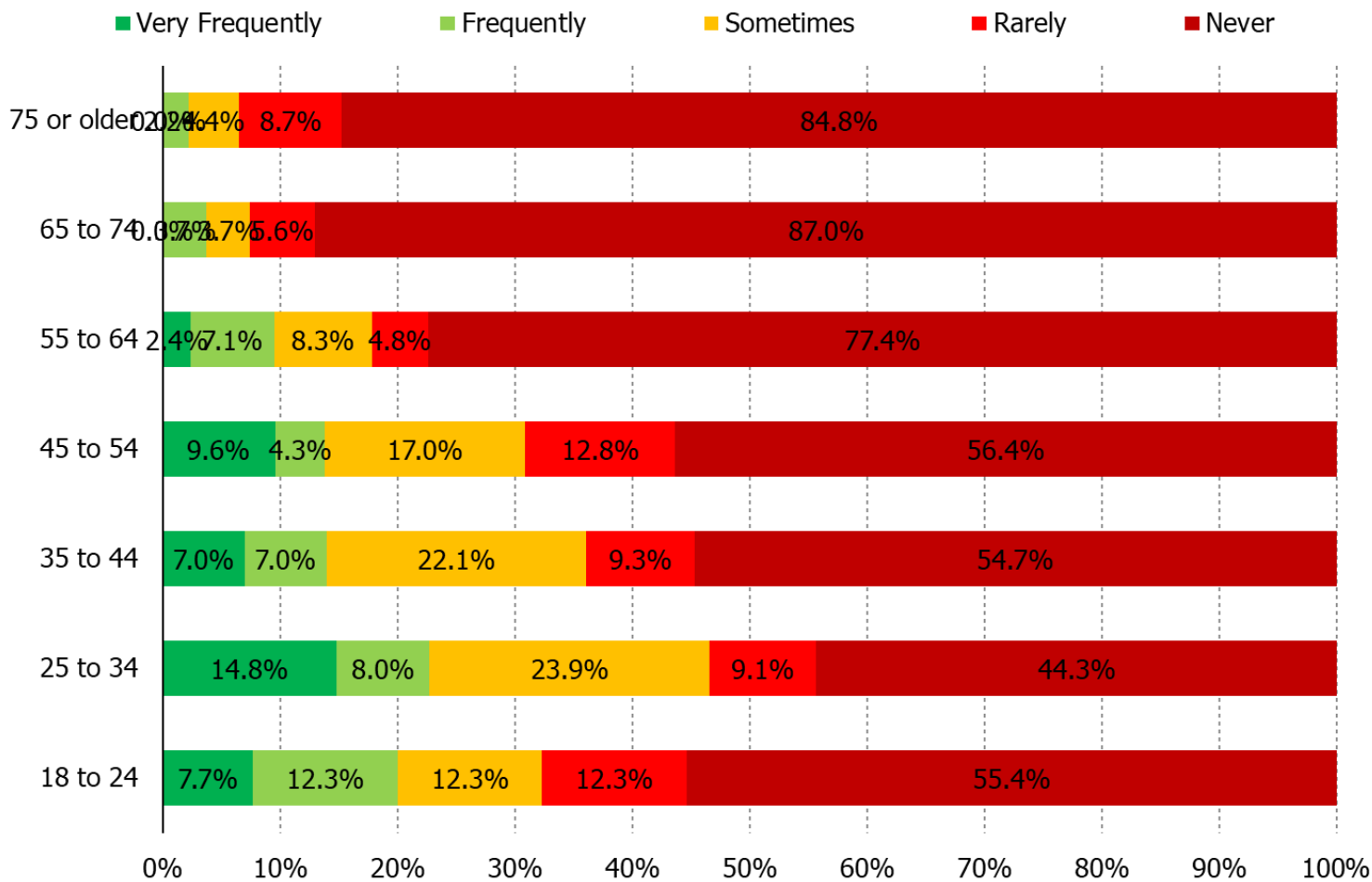
Cross-Tabs: Male, by Age.



OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

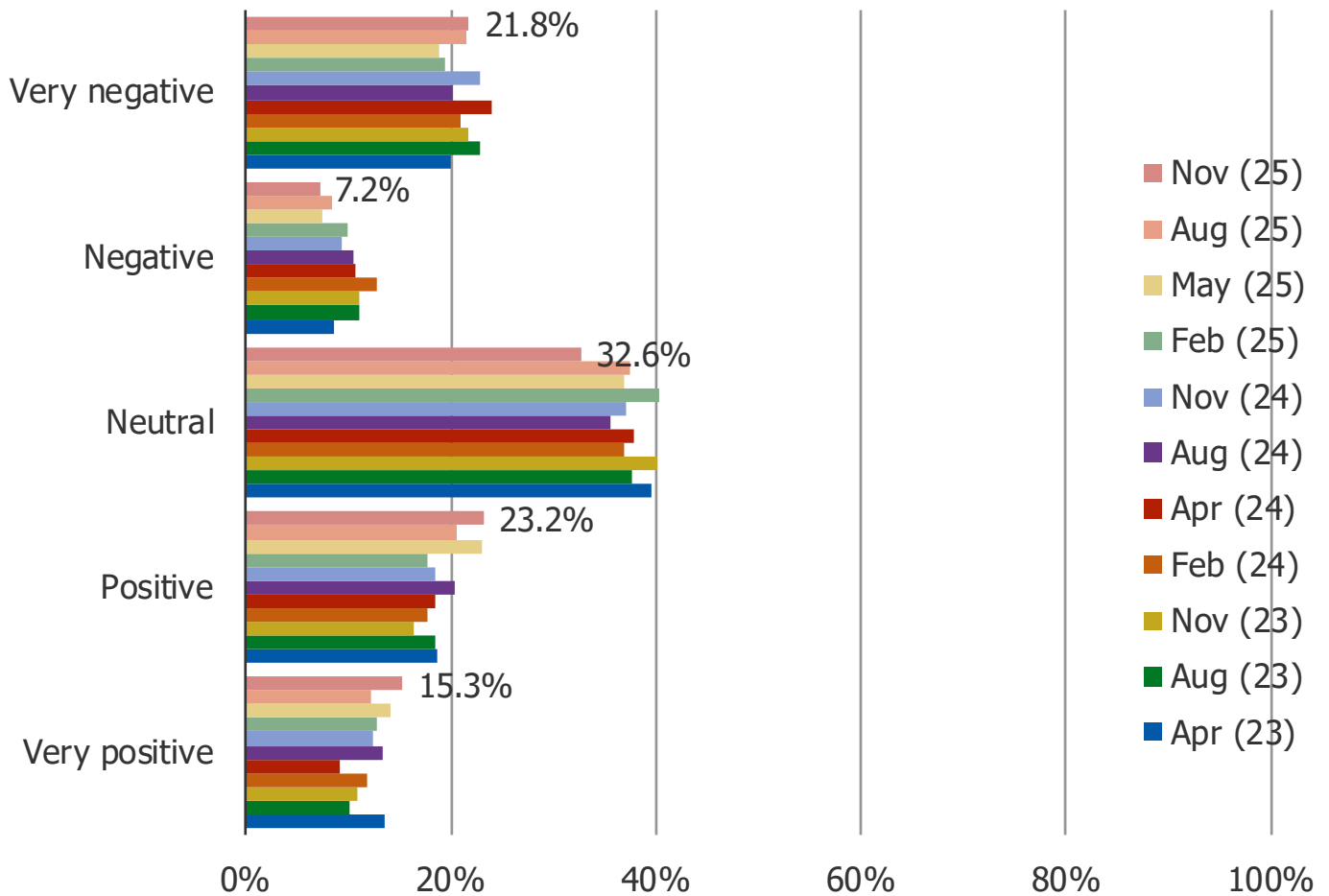
Posed to all respondents

Cross-Tabs: Female, by Age.



WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

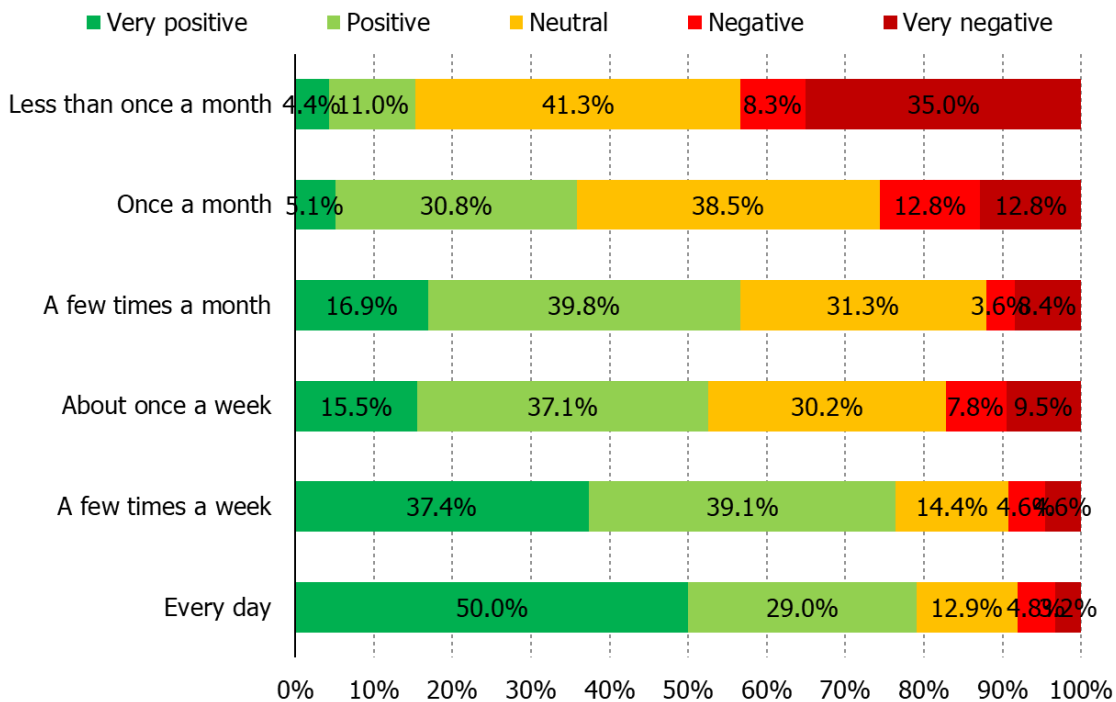
Posed to all respondents



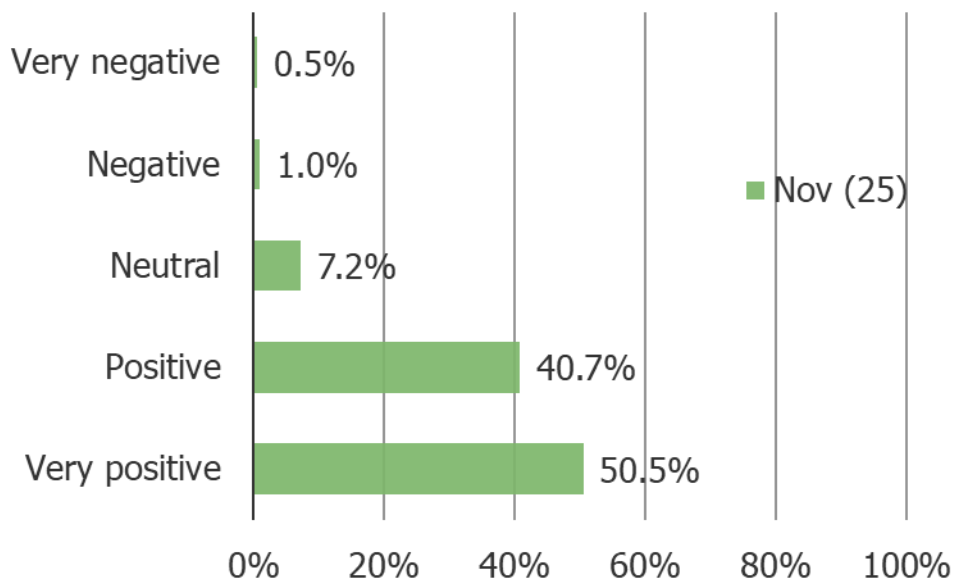
WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



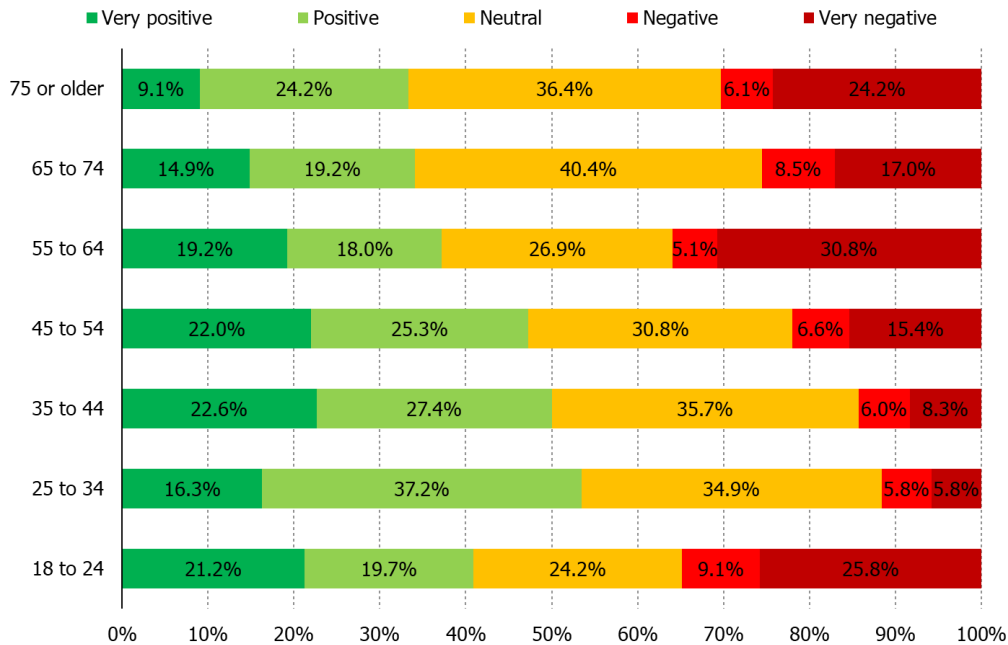
Filter: In the past year purchased Bud Light frequently or very frequently.



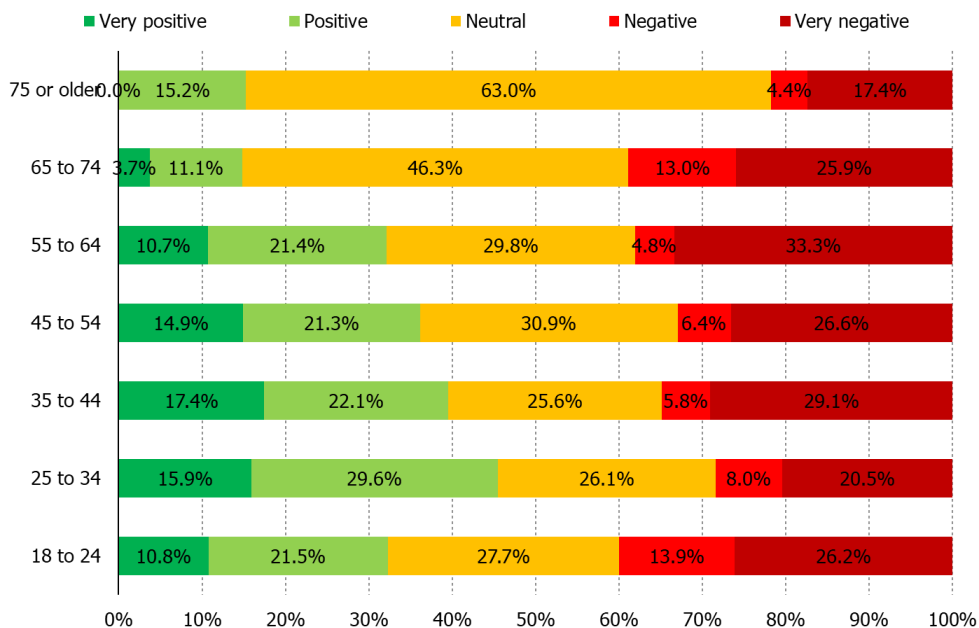
WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: Male and age

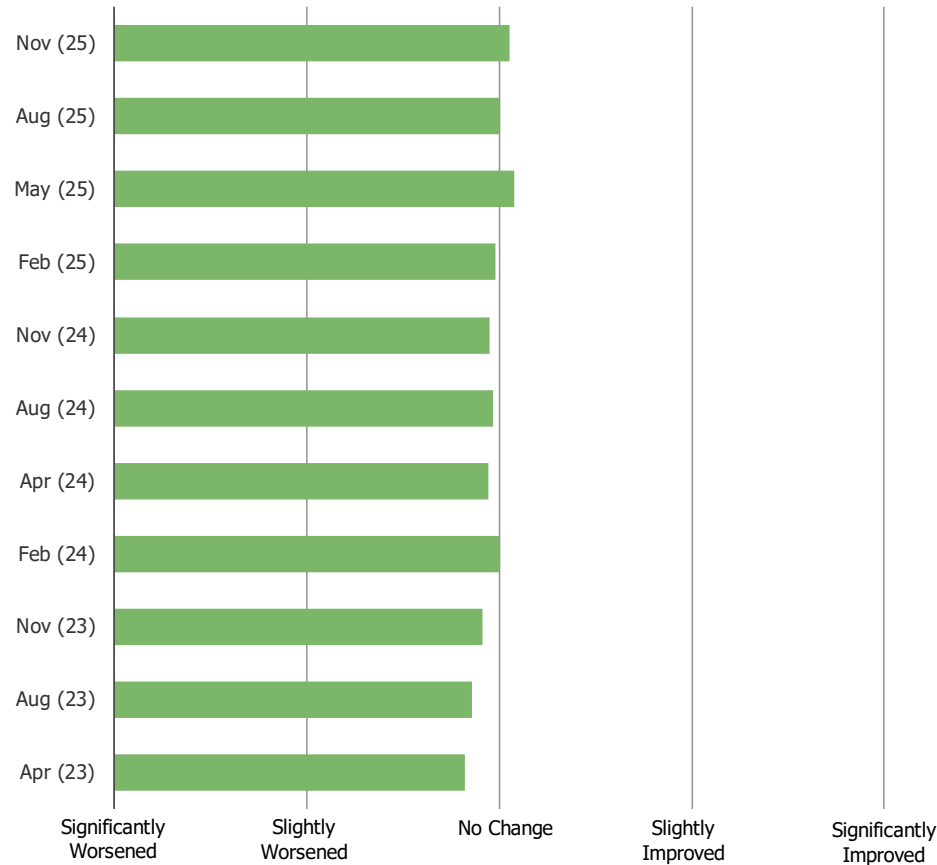


Cross-Tab: Female and age



HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents



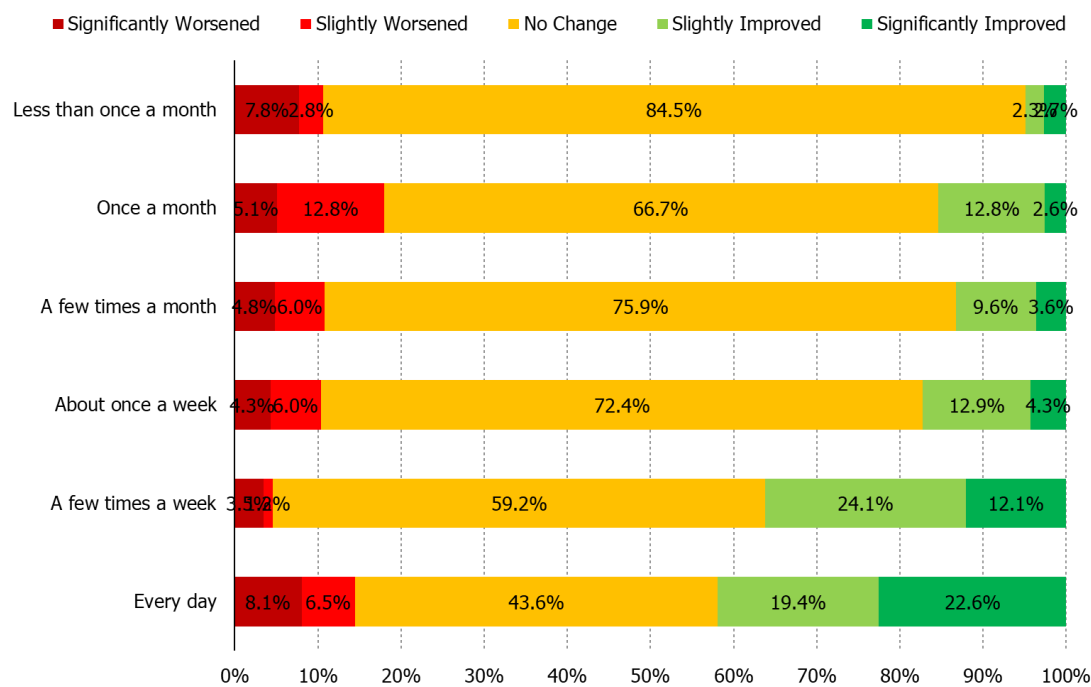
Optional Comments: Summary

Category	Count	%
Positive liking (good, like, love)	25	20%
Taste-related (good/bad taste)	17	14%
Quality / ingredients / premium	7	6%
Price	3	2%
Politics / woke / trans controversy	10	8%
No change / neutral / indifferent	12	10%
Other (random, unclear, off-topic)	48	39%

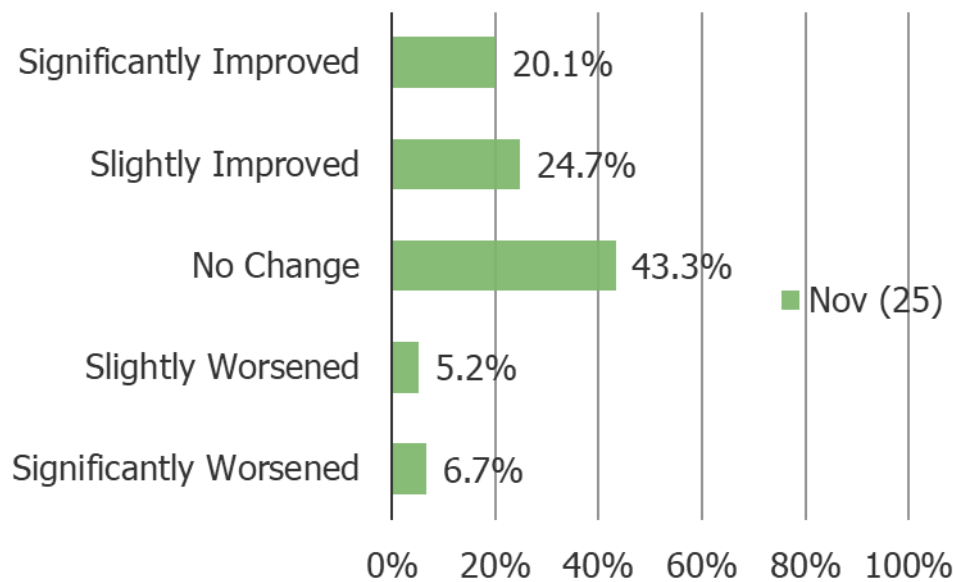
HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



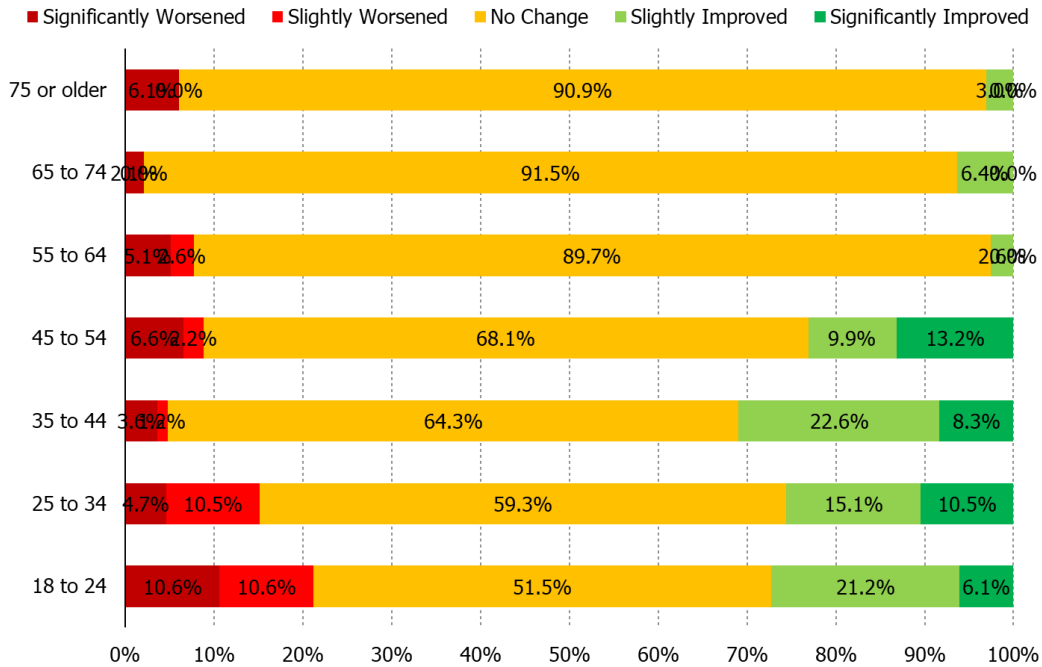
Filter: In the past year purchased Bud Light frequently or very frequently.



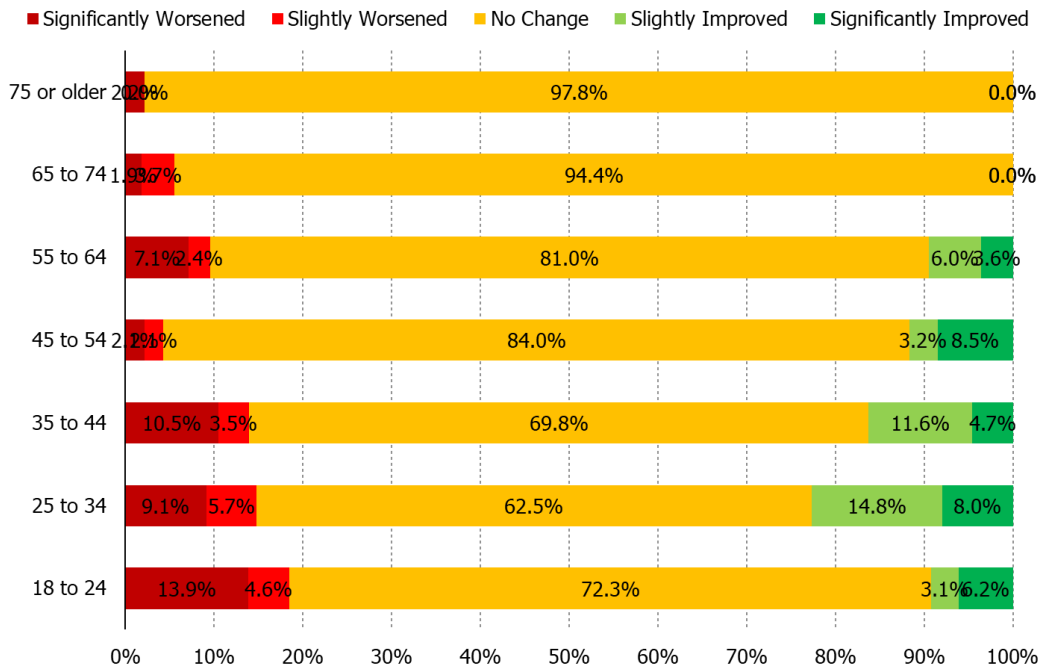
HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents

Cross-Tab: Male and age

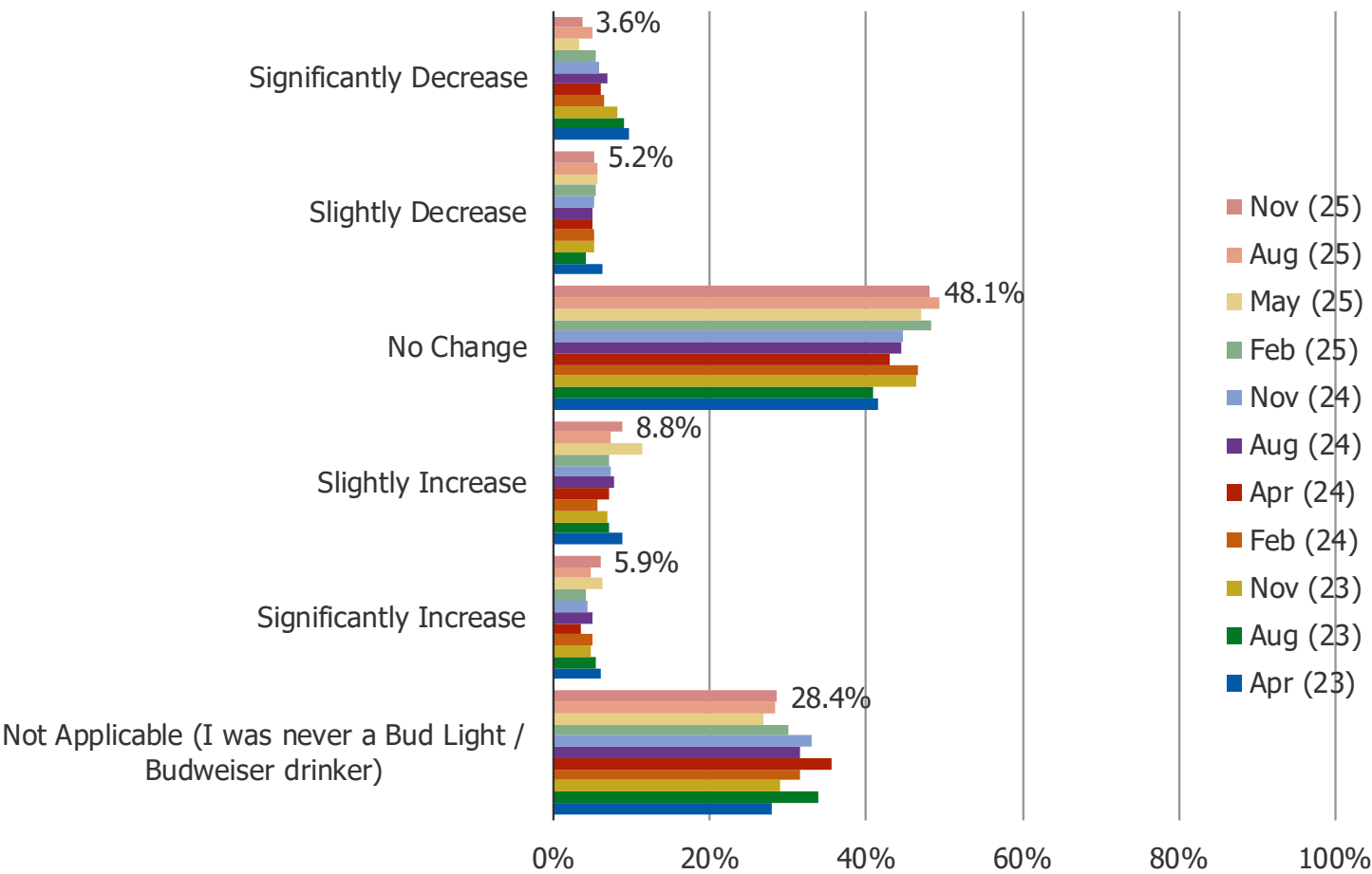


Cross-Tab: Female and age



DOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT /
BUDWEISER?

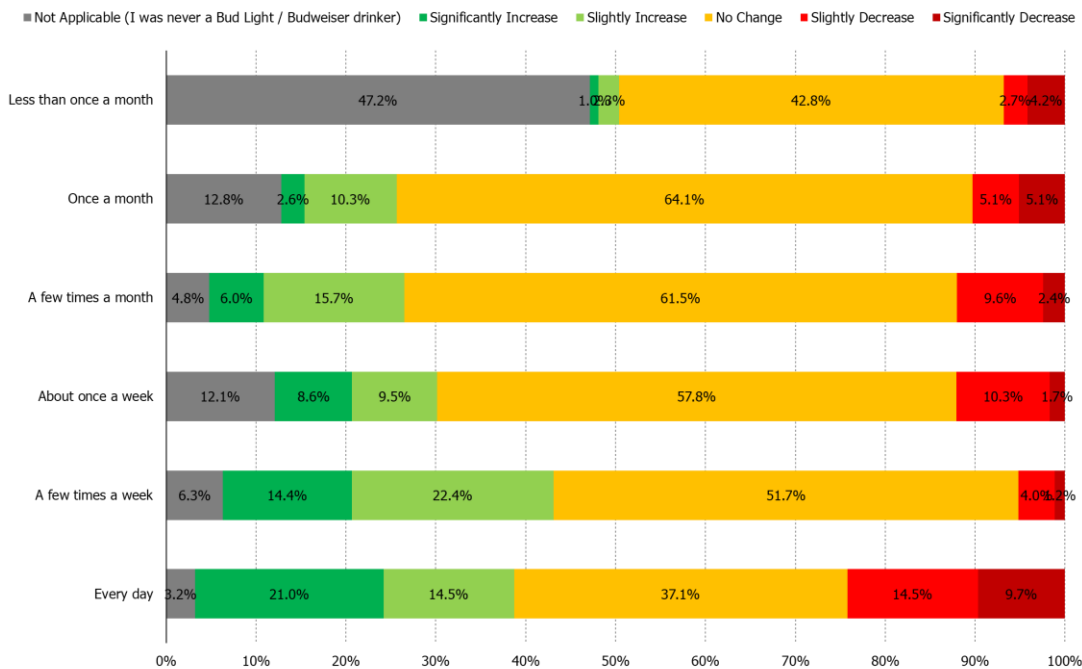
Posed to all respondents



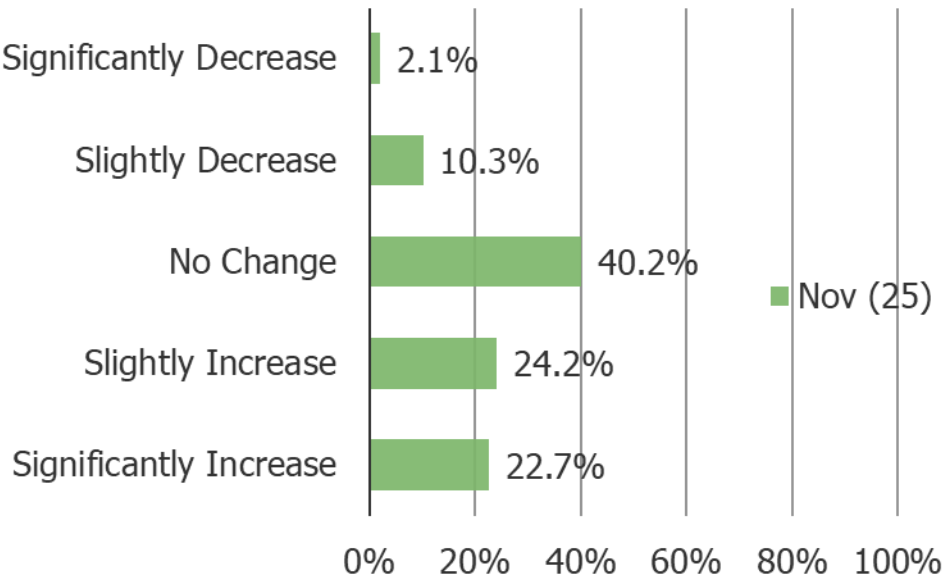
DOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



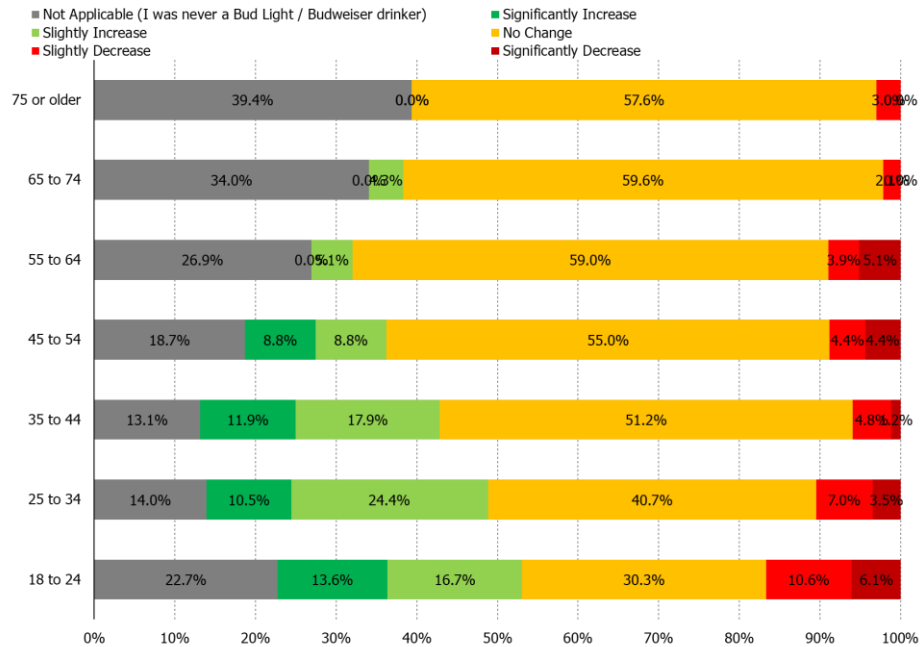
Filter: In the past year purchased Bud Light frequently or very frequently.



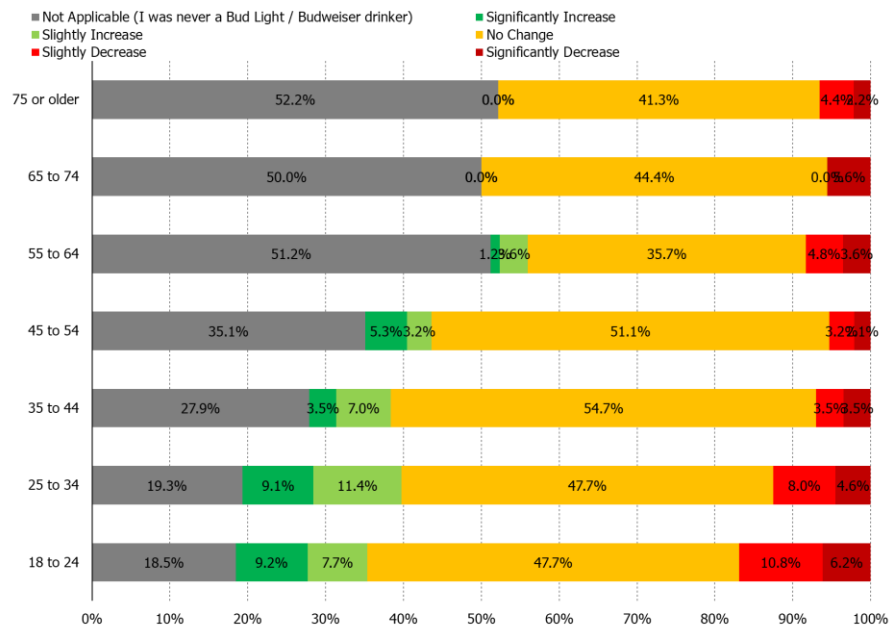
GOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT /
BUDWEISER?

Posed to all respondents

Cross-Tab: Male and age



Cross-Tab: Female and age



ARE THERE ANY OTHER BEER BRANDS YOU WILL BUY MORE OFTEN IN PLACE OF WHAT YOU WOULD HAVE SPENT ON BUD LIGHT / BUDWEISER?

Posed to all respondents who would decrease purchases of Bud Light/Budweiser.

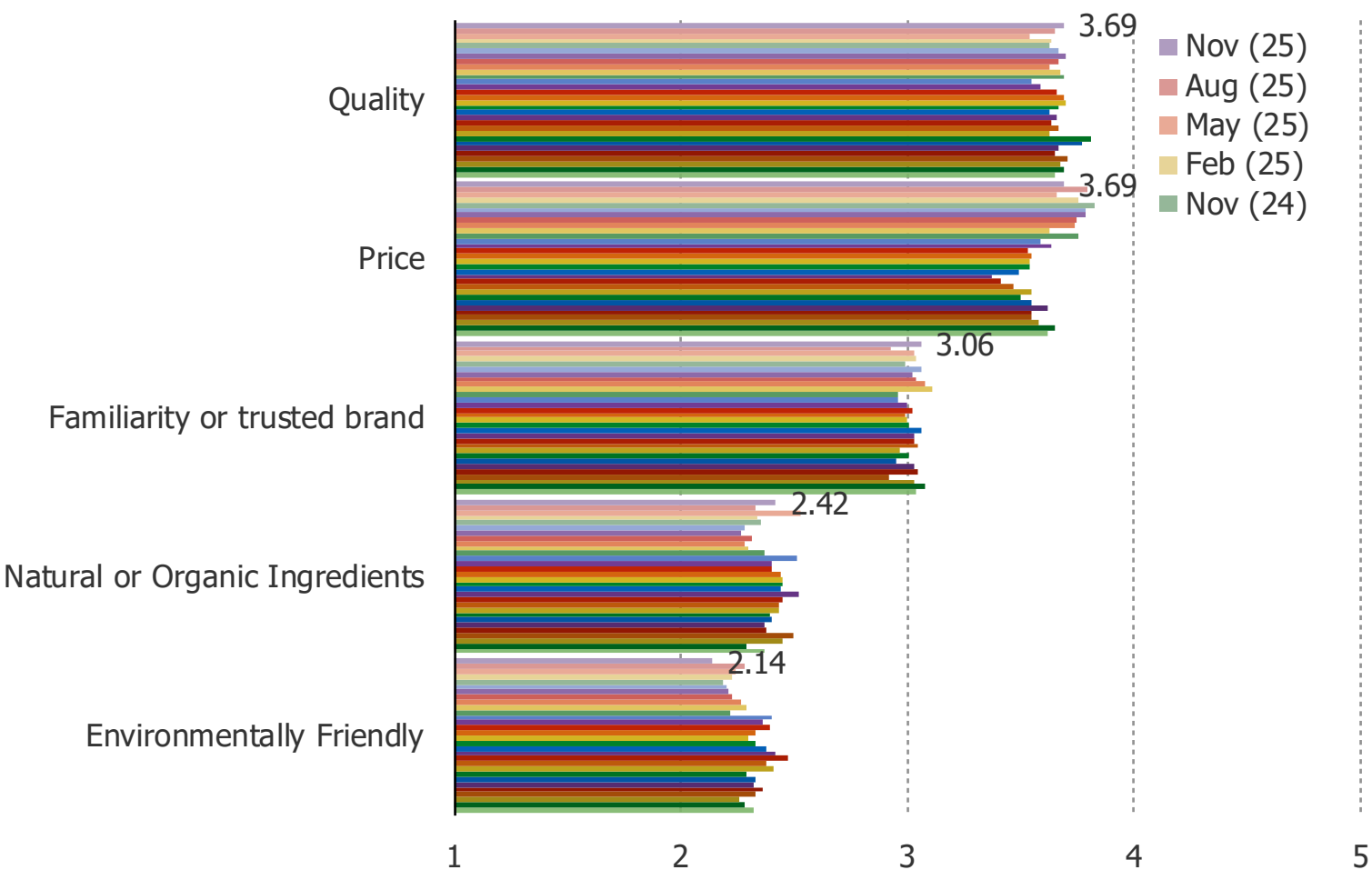


Davids vs. Goliaths

CPGS OVERALL

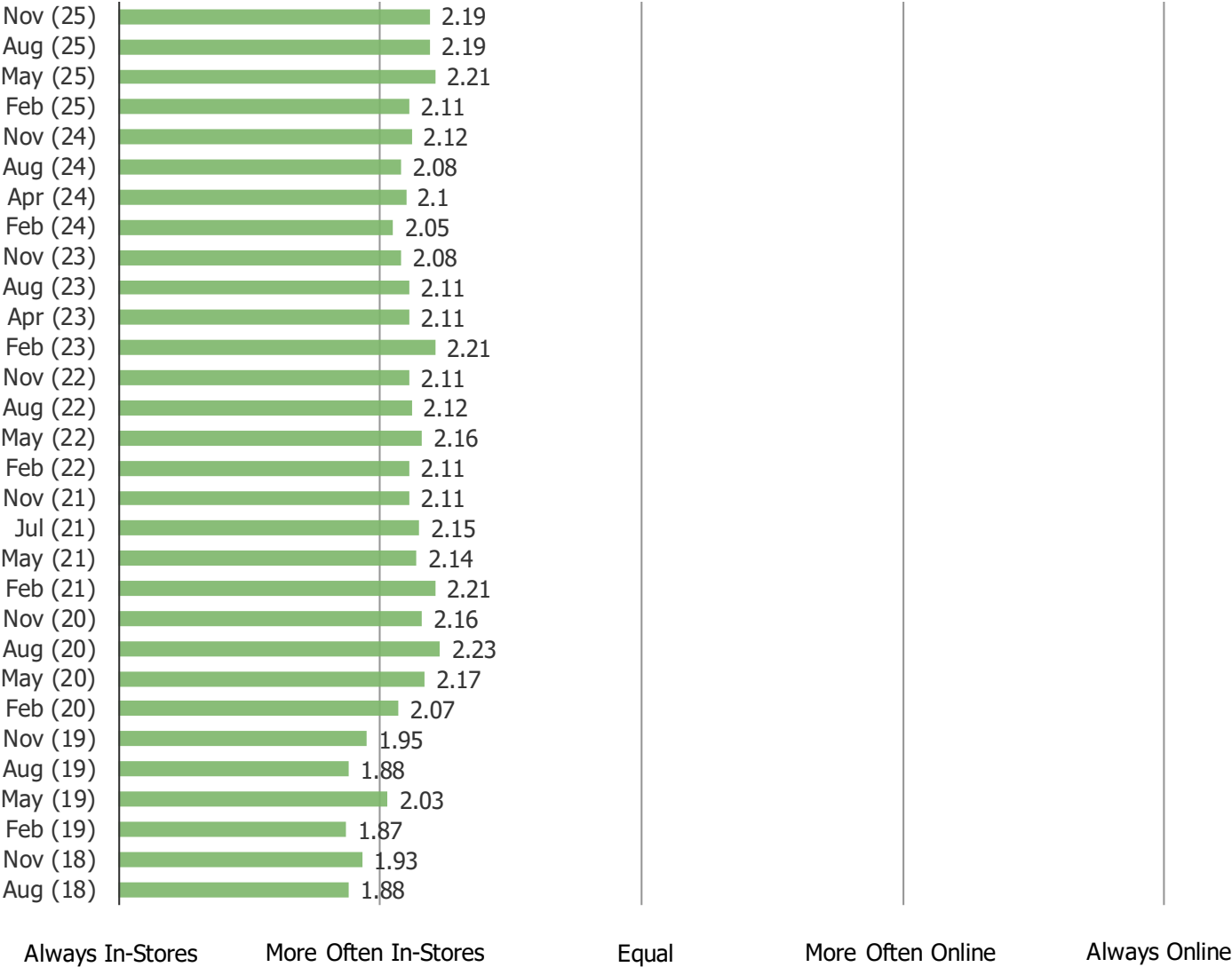
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

Posed to all respondents



WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents

